A U.S. DEPARTMENT OF COMMERCE WEEKLY

International Commerce

April 17, 1967

564 new reports on world markets listed

What's ahead in France and Britain

Hey Culligan **export** man!

America Weeks for Ireland, Israel

International Trade Winds Newsletter

Company News

CHEMICALS—Harshaw Chemical Co., Cleveland-based division of Kewanee Oil Co., has announced the formal opening of its Mexican affiliate, Harshaw-Juarez, S.A. de C.V. Located in Mexico City, the new affiliate has been set up to manufacture various nickel salts and addition agents for Harshaw's electroplating processes.

WATER DESALINATION—South America's first high-capacity seawater desalination plant has gone into operation at Ilo, Peru, using prefabricated modules made by Aqua-Chem, Inc., Waukesha, Wis. The plant was built under contract to Bechtel Corp., consulting engineering firm for the project. The $1.5 million installation will have a capacity of 720,000 gallons of fresh water daily. Other Aqua-Chem plants in Latin America are in Peru, Chile, Ecuador, Antigua, and Aruba.

HYDRAULIC EQUIPMENT—Imperial-Eastman Corp., Chicago, has acquired the interests of Cape Asbestos, Ltd., London, in their former joint venture in Imperial-Eastman (U.K.), Ltd. The British firm will now operate as a wholly-owned subsidiary of Imperial-Eastman. Located at Bedford, England, the firm produces a broad range of hydraulic and pneumatic assemblies and fittings, and markets related equipment in the United Kingdom and Europe.

ELECTRONICS—ITT Semiconductors Worldwide Group of International Telephone and Telegraph Corp. has announced a new plant in Cascais, Portugal, just outside Lisbon. The new 70,000 square foot building is the first in a planned complex of production facilities scheduled to be built at the site. Silicon transistors will be made at first, with other items from ITT's product line being added later. The new plant is ITT's sixth in Europe.

Want to arrive at your trading destination abroad on a business day, not a holiday? Then you ought to know that Australia and New Zealand note the Queen's Birthday on different days—that Ceylon has 49 Poya days to replace Sundays—that Assumption Day is a holiday in Germany, but only in Bavaria and the Saar. This and detailed holiday calendar information from 121 countries is in the new 15-cent pamphlet "Commercial Holidays Abroad," published by Supt. of Documents, U.S. Govt. Printing Office, Washington, D.C. 20402. It is reprinted from our Jan. 2 issue.

The 20th century technology that has made jet cargo carriers pile goods up against border-crossing paper barriers can also "sweep away altogether the paper barriers." That is what TWA's Earl J. Miller, chairman of the Air Transport Assn. Facilitation Committee, said recently. He was referring to sophisticated computers working with numerical codes and aided by communications satellites. Meanwhile, Miller reports some progress in joint airline/government document speedup efforts.

Where is the saturation point for student enrollees in export seminars? The International Trade Club of Chicago thought that this sixth year of their course would bring a fall-off in attendance. But the 1967 registration hit room capacity of 125. Best news is that many of the newcomers at the desks are from small-to-medium sized companies that have now apparently decided that world trade is not too complicated nor too risky.

Product testing is one of the reasons companies enter U.S. Trade Center exhibitions. John A. Malm of Chandler & Price went to the recent Printing and Bindery Equipment Show at Milan and reported "We wanted to find out whether there is a market for the 24-inch small web offset press. There is. We saw the customers we wanted here, and we found out that Europeans are interested in going from the sheet-type operation to web-fed presses."

An overall product-testing also often comes out of the whole lineup of U.S. exhibitors at a Trade Center show. Thus, at Milan, the 2,200 registered visitors left behind distinct market clues: business forms, cold composition, electronic devices all have good prospects in Italy and Europe, for various compelling reasons. U.S. address label printers, for one opposite example, are too expensive.

NOTICE: This information is offered to preview or provide informally brief and varied comment on Bureau of International Commerce worldwide export and investment promotions. It is not final and does not substitute for the detailed know-how and analysis in our regular news columns.

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Expressions herein from private sources are meant to stimulate thought toward the solution of problems confronting the international businessman and to provide constructive suggestions, but they are personal opinions. Contents of this publication are not copyrighted unless so indicated. Noncopyrighted materials may be reprinted freely. Mention of source will be appreciated. Use of funds for printing this publication approved by the Director of the Bureau of the Budget on June 17, 1966.

in this issue

The spotlight falls this week on four stories that faithfully reflect the issue-by-issue perspective of this magazine: a specific listing of Commerce Department publications of immediate practical help to U.S. exporters; timely reports from U.S. Commercial Officers on economic prospects in key importing countries; a case history of an American private company that can be of value to other companies; a description of a forthcoming Commerce Department overseas trade promotion.

April 17, 1967

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New Commerce Department service brings these timely evaluations from U.S. Commercial Officers into quick use

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Commerce-assisted group is first to visit Indonesia in more than decade; Hong Kong, Singapore also on itinerary

It Was Triple 'E' Award Day in Trenton, N.J. 10

Three state enterprises that backed new mobile fair/mission and other international promotions get honors

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Water conditioning company's vice president gives step-by-step description of small firm expanding worldwide

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U.S. products to be displayed in two nations' stores during special sales this fall

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Find market data here

Listing of 564 reports from abroad helps U.S. firms' global export view

U.S. exporters can take their pick from 564 special reports containing current data on trade prospects for individual commodities throughout the world. The reports are prepared by U.S. commercial officers abroad, and submitted to the Commerce Dept. for use in its international marketing information service to U.S. business.

The list which appears below is the first in a series to appear regularly which will include a total of more than 6,000 reports a year on both economic conditions and commodity information.

The reports vary from 1 to 49 pages in length and range in subject matter from an explanation from the United Kingdom on why U.S. firms continue buying foreign steel to 37 pages of market data on plastic pipe in Western Germany. All reports listed below were received in the Commerce Dept. during the first quarter of 1967.

The documents, which had been furnished to U.S. exporters on a loan basis for more than a decade, are now available for sale for the first time. The charge for each report is $1.50. Plans for their sale were announced in INTERNATIONAL COMMERCE Mar. 27.

Write: Clearinghouse for Federal Scientific and Technical Information, U.S. Dept. of Commerce, Springfield, Va. 22151. Make checks payable to the Clearinghouse (CFSTI), and **not** to the Commerce Dept.

11—ANTHRACITE MINING

DIB-67-51 **Austrian** coke production during 4th qtr. 1966 1 pp

DIB-67-52 Coal & coke: production by type, Federal Republic of **Germany.** Jan. 1967

DIB-67-53 Coal & coke: **German** production, sales, exports & imports—1966; decline of coal industry continues but exports increase

DIB-67-54 Coal & coke; production by type, Federal Republic of **Germany.** Feb. 1967

DIB-67-55 **South African** coal & coke production: local sales & exports Jan.-Dec. 1966 2 pp

DIB-67-56 **U.K.** steel industry may renew plea for U.S. coal imports

15—BUILDING CONSTRUCTION

DIB-67-57 Inauguration of **Cyprus** Hilton

16—CONSTRUCTION OTHER THAN BUILDING CONSTRUCTION

DIB-67-58 Port of Trieste, **Italy:** construction of pier VII 3 pp

20—FOOD & KINDRED PRODUCTS

200—General Agriculture

DIB-67-59 **Argentine:** information on golden nematode 2 pp.

DIB-67-60 Agricultural situation report of **Austrian** food balance table for 1965/66 33 pp

DIB-67-61 **Austria:** agricultural policy 12 pp

DIB-67-62 **Australia:** agricultural policy 14 pp

DIB-67-63 **Brazilian** agricultural policy 22 pp

DIB-67-64 **British Honduras:** agricultural policy 11 pp

DIB-67-65 **Cameroon:** agricultural policy report 2 pp

DIB-67-66 **Canada:** agricultural policy report 23 pp

DIB-67-67 **Chile:** agricultural situation

DIB-67-68 **Colombia:** agricultural situation 30 pp

DIB-67-69 **Costa Rica:** agricultural policy 4 pp

DIB-67-70 **Dahomey:** agricultural policy 1 pp

DIB-67-71 **Ecuador:** agricultural policy report 9 pp

DIB-67-72 **El Salvador:** agricultural policy 10 pp

DIB-67-73 **France:** agricultural policy report 1 pp

DIB-67-74 **Gabon:** agricultural policy report 1 pp

DIB-67-75 **Gambia:** agricultural policy summary 1 pp

DIB-67-76 **Germany:** amendment to the food preservatives ordinance 22 pp

DIB-67-77 **Germany:** Ministry of Health's statement on diphenyl 3 pp

DIB-67-78 **Germany:** agricultural policy 13 pp

DIB-67-79 **Germany:** series of research studies on German food market system 3 pp

DIB-67-80 **Germany:** Farmers Union convention 12 pp

DIB-67-81 **Germany:** Farm Assistance Program budget for 1967 5 pp

DIB-67-82 **Ghana:** agricultural situation (travel) 3 pp

DIB-67-83 **Ghana:** agricultural policy 4 pp

DIB-67-84 **Greece:** agricultural policy 8 pp

DIB-67-85 **India:** Foodgrain Production Development Program for the agricultural year 1967-68 (July-June) 5 pp

DIB-67-86 **India:** agricultural policy report 11 pp

DIB-67-87 Trip to Khorramshahr, **Iran** for the inauguration of the Pars Soap factory 1 pp

DIB-67-88 Agricultural policy: **Romania** gradually penetrates **Iranian** agricultural development plans 2 pp

DIB-67-89 **Ireland:** U.S. Agricultural Minister visits Dublin 1 pp

DIB-67-90 **Ireland:** farm produce strike 1 pp

DIB-67-91 **Italy:** agricultural policy report 7 pp

DIB-67-92 **Ivory Coast:** agricultural policy 5 pp

DIB-67-93 **Japan:** agricultural policy review 11 pp

DIB-67-94 **Jordan:** agricultural policy report 18 pp

DIB-67-95 **Kenya:** agricultural situation 7 pp

DIB-67-96 Agricultural policy—**Kenya, Tanzania, Uganda** 13 pp

DIB-67-97 **Lebanon:** agricultural policy report 13 pp

DIB-67-98 **Liberia:** agricultural policy 5 pp

DIB-67-99 **Malawi:** report on visit to Malawi by C. A. Vieira, Agricultural Assistant, Jan. 30-Feb. 1, 1967 17 pp

DIB-67-100 **Malagasy Republic:** agricultural policy 5 pp

DIB-67-101 **Malaysia** Farmer's Association Bill 14 pp

DIB-67-102 **Malaysia:** trip report to the States of Perak, Penang, Kedah and Perils 6 pp

DIB-67-103 **Mali:** agricultural policy 4 pp

DIB-67-104 **Mauritania:** agricultural policy 2 pp

DIB-67-105 **Morocco:** agricultural policy 16 pp

DIB-67-106 **Mozambique:** agricultural situation: Limpopo river floods destroy cotton crops and threaten agriculture in the area 1 pp

DIB-67-107 **Mozambique:** agricultural situation: storms and floods damage Southern Mozambique's agriculture 1 pp

DIB-67-108 **Mozambique:** agricultural situation: crop losses already estimated at £2 million 1 pp

DIB-67-109 **Mozambique:** agricultural situation: Floods in Southern Mozambique Worst in Living Memory 1 pp

DIB-67-110 **Netherlands:** Agricultural Policy Report 33 pp

DIB-67-111 **Nicaragua:** Agricultural Policy 9 pp

DIB-67-112 **Nicaragua:** Agricultural Situation 2 pp

DIB-67-113 **Niger:** Agricultural Policy 22 pp

DIB-67-114 **Nigeria:** Agricultural Policy 7 pp

DIB-67-115 **Panama:** Agricultural Policy 6 pp

DIB-67-116 **Peru:** Agricultural Policy 26 pp

DIB-67-117 **Philippines:** Agricultural Policy Report 11 pp

DIB-67-118 **Portugal:** Agricultural Situation: Crop Conditions as of January 31, 1967 2 pp

DIB-67-119 **Rhodesia:** agricultural situ-

ation: bumper crops expected after downpours 2 pp

DIB-67-120 **Rhodesia:** agricultural policy: farmers urged to diversify into oil-seed crops 1 pp

DIB-67-121 **Rhodesia:** agricultural policy: farmers told of possible £9 million annual benefit 1 pp

DIB-67-122 **Rhodesia:** agricultural policy: no money for research into farm machinery 1 pp

DIB-67-123 **Rhodesia:** Minister Rudland reveals agricultural plans 1 pp

DIB-67-124 **Rhodesia:** agricultural policy: a boost for the farmers 2 pp

DIB-67-125 **Senegal:** agricultural policy 4 pp

DIB-67-126 **Sierra Leone:** agricultural policy 3 pp

DIB-67-127 **Somali Republic:** agricultural policy 4 pp

DIB-67-128 **Spain:** agricultural policy 16 pp

DIB-67-129 **Sweden:** agricultural policy developments 18 pp

DIB-67-130 **Sweden:** agricultural production value and contribution of agriculture to GNP 2 pp

DIB-67-131 **Switzerland:** agricultural policy 8 pp

DIB-67-132 **Syria:** agricultural policy report 12 pp

DIB-67-133 **Thailand:** agricultural policy 1967 7 pp

DIB-67-134 **Trinidad:** agricultural policy 17 pp

DIB-67-135 **U.A.R.:** agricultural policy 6 pp

DIB-67-136 Financial Times article on possible effects of E.E.C. levies on **U.K.** agricultural output 2 pp

DIB-67-137 Annual review and determination of guarantees for agriculture in the **U.K.** 1967 9 pp

DIB-67-138 **Upper Volta:** agricultural policy 3 pp

DIB-67-139 **Uruguay:** agricultural policy report 7 pp

DIB-67-140 **Venezuela:** agriculture policy report 13 pp

DIB-67-141 **Yugoslavia:** area and production of principal crops 1966 and estimate for 1967 5 pp

DIB-67-142 **Yugoslavia:** agricultural trade mission to visit the U.S. May 25-June 20, 1967 2 pp

201—Meat & Livestock

DIB-67-143 **Australia:** livestock and meat situation 10 pp

DIB-67-144 **Australia:** increase investment in beef and crop production in Northern Territory to be encouraged 2 pp

DIB-67-145 **Australia:** $A50 million increase in beef roads program 1 pp

DIB-67-146 **Australia:** livestock and meat products 28 pp

DIB-67-147 **Brazil:** annual livestock and meat report 17 pp

DIB-67-148 **Canada:** annual livestock report 49 pp

DIB-67-149 **Canada:** free trade in livestock products 1 pp

DIB-67-150 **Chile:** livestock 18 pp

DIB-67-151 **Colombia:** livestock 26 pp

DIB-67-152 **Costa Rica:** livestock and meat 20 pp

DIB-67-153 **Denmark:** livestock and meat, 1966 foreign trade statistics, part II 25 pp

DIB-67-154 **Denmark:** livestock and meat, 1966, Part I 10 pp

DIB-67-155 **Ecuador:** foot and mouth disease (FMD) breaks out in Quito area 2 pp

DIB-67-156 **Ecuador:** livestock 12 pp

DIB-67-157 **Finland:** livestock and meat report, 1966, 7 pp

DIB-67-158 **France:** livestock and meat products annual report 14 pp

DIB-67-159 **Greece:** livestock (annual) 13 pp

DIB-67-160 **Guatemala:** National Livestock Exposition successful 3 pp

DIB-67-161 **Guatemala:** Ministry of Agriculture exonerated from private and public bidding, in order to buy cattle from U.S. 2 pp

DIB-67-162 **Guatemala:** government sets beef export quota for the firm EXGUAPAGRA for calendar year 1967, 4 pp

DIB-67-163 **Haiti:** livestock 1 pp

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DIB-67-165 **Iran:** livestock 23 pp

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DIB-67-169 **Italy:** dairy, annual 1967, 18 pp

DIB-67-170 **Jordan:** livestock report (annual) 22 pp

DIB-67-171 **Jordan:** fats and oils report (annual) 7 pp

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DIB-67-173 **Nigeria:** livestock 17 pp

DIB-67-174 **Norway:** livestock and meat—annual report: long form 9 pp

DIB-67-175 **Peru:** livestock and meat report (annual) 29 pp

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DIB-67-177 **Portugal:** livestock 8 pp

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DIB-67-189 **U.K.:** livestock and meat report 22 pp

DIB-67-190 **Uruguay:** livestock report (annual) 9 pp

DIB-67-191 **Venezuela:** livestock 15 pp

DIB-67-192 **Yugoslavia:** livestock annual report 20 pp

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2011—Hides & skins

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2015—Poultry, eggs, & small game

DIB-67-195 **Argentina:** egg scarcities raise possibility of importation 1 pp

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DIB-67-198 **Japan:** Newcastle poultry disease now prevalent throughout Japan 2 pp

DIB-67-199 **Netherlands:** Dutch position regarding the common EEC Poultry Regulations which will take effect on July 1. 3 pp

DIB-67-200 **Netherlands:** broiler situation gets worse 1 pp

DIB-67-201 **Switzerland:** regulations on using domestically produced poultry 1 and 2 pp

DIB-67-202 **Trinidad & Tobago:** poultry 5 pp

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DIB-67-204 **Australia:** The dairying industry situation—annual report 24 pp
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DIB-67-246 **Yugoslavia:** annual dairy report 11 pp

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DIB-67-248 **Australia:** canned deciduous fruit situation 25 pp
DIB-67-249 **Chile:** deciduous fruits (canned) 4 pp
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DIB-67-251 **Israel:** outlook for 1966/67 citrus season improving 2 pp
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DIB-67-254 Citrus fruit—exports of fruit and fruit juice through the Port of Lourenco Marques, **Mozambique** (1966) 3 pp
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DIB-67-256 **South Africa:** canned deciduous fruit & canned pineapple 1965-66 and 1966-67 (marketing year begins Nov. 1) 14 pp
DIB-67-257 **Spain:** table olives 6 pp
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DIB-67-259 Amendments announced in statutory grades for apples and pears for sale in the **U.K.** 5 pp
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DIB-67-264 **Denmark:** recent fisheries developments 4 pp
DIB-67-265 **Greenland** salmon fisheries 2 pp
DIB-67-266 **Denmark:** recent fisheries developments (more recent report than DIB-67-264) 3 pp
DIB-67-267 Fisheries of **Ethiopia** 6 pp
DIB-67-268 **Germany:** import tender for asparagus cuts and tips 1 pp
DIB-67-269 **India:** Fisheries 2 pp

Reports 67-270 through 67-287, varying in length from three to five pages, all deal with the current status of **Japanese fisheries;** report no. 67-282 also covers **Korean fisheries.**

DIB-67-288 Preliminary statistics on the **Mexican** Fisheries, 1966 2 pp
DIB-67-289 **Canada:** National Sea Products Ltd. amalgamates and expands 2 pp
DIB-67-290 **Peruvian** fish meal production 5 pp
DIB-67-291 **Philippines:** seaweed export crop (Euchema) 2 pp
DIB-67-292 Prospective increased **Portuguese** tuna catch and U.S. interest 3 pp
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DIB-67-300 **Belgium:** Grain and feed (Brussels) 2 pp
DIB-67-301 **Canada:** grain and feed report 9 pp
DIB-67-302 **Canada:** rapeseed situation 1 pp
DIB-67-303 **Australian-Chilean** wheat agreement 1 pp

DIB-67-304 **Colombia:** grain and feed 2 pp
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DIB-67-306 **Gabon:** annual grains and feeds report 1 pp
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DIB-67-315 **Netherlands:** grains and feeds, Oct.-Dec. 1966 14 pp
DIB-67-316 **Nicaragua:** grains and feeds 3 pp
DIB-67-317 **Philippines:** grain and feed semi-annual report 9 pp
DIB-67-318 **Pakistan:** grain and feed quarterly report for Oct.-Dec. 1966 3 pp
DIB-67-319 **South Africa:** All-time high indicated for 1967 corn crop
DIB-68-320 **South Africa:** wheat imports & prices 1965-66 and Government intentions to support 1966-67 2 pp
DIB-67-321 **Switzerland:** grain grading 1 pp
DIB-67-322 **Tanzania** nationalizes flour mills 1 pp
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DIB-67-324 **U.K.:** press notice on minimum import price and levy arrangements for certain cereals, cereal products and by-products 3 pp
DIB-67-325 **U.K.** supplies and requirements of cereals 1966/67 7 pp
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DIB-67-329 **Peruvian** fishmeal production—shipments & stocks 3 pp

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DIB-67-331 **Guyana:** rice 22 pp
DIB-67-332 **Honduras:** rice annual 7 pp
DIB-67-333 **Liberia:** rice import monopoly 2 pp
DIB-67-334 **Malaysia/Singapore:** preliminary projections and characteristics of imported rice 9 pp
DIB-67-335 **Nicaragua:** rice 4 pp
DIB-67-336 **Pakistan:** rice—quarterly report for Oct.-Dec. 1966 4 pp
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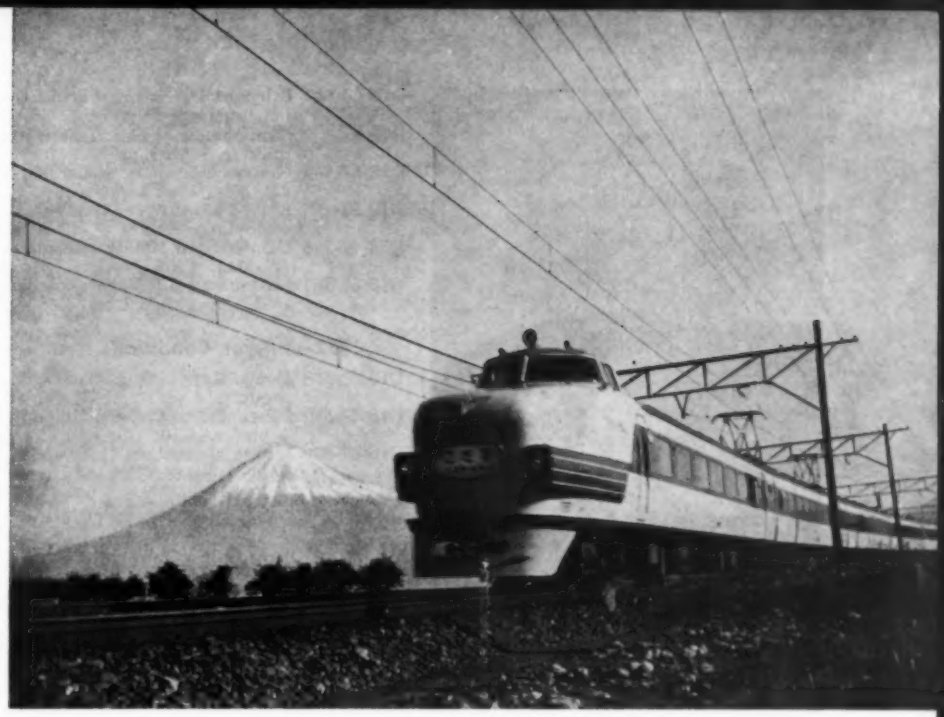

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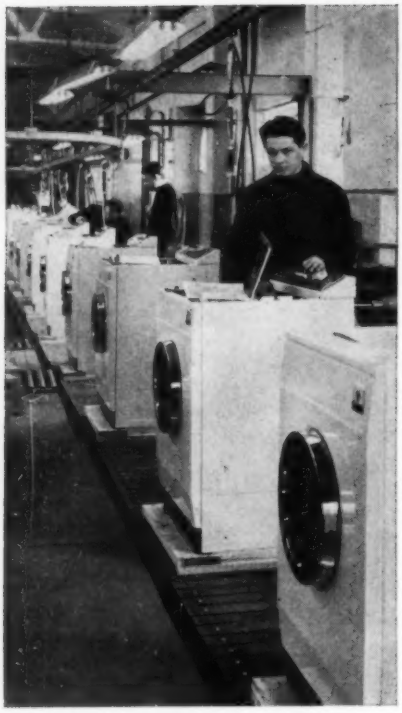

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SPECIAL REPORTS (EXPORT MARKET GUIDES)

The following reports are available from the Commercial Intelligence Div., Bureau of International Commerce, Washington, D.C. 20230. Free.

347—**Scandinavian** market for metal surface treating equipment & supplies expanding.

353—**Peru** fair offers new markets & sales opportunities for mining, construction & industrial equipment.

358—**Barcelona—Munich—Belgrade:** food service and lodging equipment show.

358—**Thailand** air conditioning sales expand; market for commercial and household air conditioning equipment.

380—U.K. offers $35 million market for sales of environmental test equipment.

San Francisco area trade mission seeking markets for U.S. goods in several capitals of Asia

First Government-approved group to go to Indonesia in a decade; also in Hong Kong, Malaysia, Thailand, Singapore

Another industry-organized trade mission took off a few days ago—to seek markets in several countries of the Far East.

Approved by the U.S. Department of Commerce, the Pacific Trade Mission 1967 is the first such mission from the United States to visit Indonesia in more than a decade.

The group also will survey markets in Hong Kong, Malaysia, Thailand, and Singapore.

Sponsored jointly by the Greater San Francisco Chamber of Commerce and the San Francisco Area World Trade Association, the group left "the Nation's gateway to the Pacific" Apr. 8.

Working together in Hong Kong Apr. 11-12, the mission split into two parts—one in Bangkok and one in Kuala Lumpur—Apr. 13-15, reuniting at Singapore, Apr. 15-18. The members will spend Apr. 19-24 in Djakarta.

Talking with leaders

Meetings have been arranged with industrial, business, financial, and Government leaders. In Indonesia, as a result of the country's new foreign investment law and stabilization measures, emphasis will be centered on the potential for investment.

Trade interest of the participants covers a broad range—for example, building materials, packaging machinery, materials handling equipment, prefabricated structures, communications equipment, food products and processing machinery.

"This trade mission to Djakarta and other Asian capitals is the most important trade tour the chamber has organized in many years," says William E. Dauer, executive vice president of the sponsoring organization.

Thomas O. Caylor, manager of the San Francisco chamber's World Trade Department, is the coordinator of the mission. Senior executives from 12 Bay area companies are participating, as follows:

Howard D. Boone, assistant vice president, Cargill, Inc., San Francisco; Francis E. Cook, general manager, International Division, Stauffer Chemical Co., San Francisco; William J. Elliot, vice president, International Banking Department, Crocker-Citizens National Bank, San Francisco; Nathan J. Friedman, partner, Touche, Ross, Bailey & Smart, San Francisco; William S. Grossman, Southeast Asia area manager, FMC Corp., San Jose;

Michael L. Krieger, president, International Building Products, Inc., San Francisco; Harold J. Leeds, export sales manager, Pacific Coast Engineering Co., Alameda; John G. Nauman, sales manager, Motorola Communications International; Stephen R. Pearsall, general manager, Singapore and Malaysia, Getz Bros., San Francisco; B. T. Rocca, Jr., president, Pacific Vegetable Oil Co., San Francisco; Ralph Roth, director of corporate planning, International Division, Kaiser Aluminum & Chemical Corp., Oakland; Cees Schouten, director for planning and development, Dymo Industries International, Berkeley.

Roy F. Gootenberg, chief of the Commerce Department's Trade Missions Division, briefed the participants.

Doing business in Mexico is Phoenix meeting topic

The first in what is planned as a series of annual seminars on "Doing Business with Modern Mexico" will be held in Phoenix on Apr. 24.

Five leading business advisers on Mexico will discuss legal aspects, government policy and banking in Mexico; business opportunities; case studies of successful business operations; and Mexico's current economy and needs.

The conference will be held at the Westward Ho Hotel. For further information **write:** Arizona REEC, U.S. Department of Commerce Field Office, 230 No. 1st Ave., Phoenix, Arizona 85025.

State of Indiana sends second group to sell in Europe

Visiting five cities, 12-member mission promotes State's goods

The second trade mission to go out from the State of Indiana was scheduled for briefing by Commerce officials in Washington on Apr. 14.

Sponsored by the Indiana Department of Commerce, the Mission is spurring sales of the State's products and services in the United Kingdom, Germany, France, and Italy, Apr. 15-May 4.

The members—working in London, Paris, Berlin, Munich, and Milan—are initiating discussions on market development and direct sales, joint ventures, licensing agreements, distributorships, imports, banking and financial arrangements, and tourist promotion.

Industry diversified

Indiana is a leader in production of such items as steel, electrical machinery, musical instruments, prefabricated buildings, mobile homes and travel trailers, phonograph records, biological products, and limestone. Among its chief agricultural products are soybeans, corn, tomatoes, tobacco, popcorn.

Participants on the 12-man mission, and the organizations they represent, are:

Robert L. Rock, Lieutenant Governor, Indiana, and director of the States' Department of Commerce; J. Robert Cutter, Director, Foreign Trade Division, Indiana Department of Commerce; Morris Beschloss, president, Hammond Valve Co., Hammond; W. C. Crimmins, president, Appliance Manufacturing Co., Inc., Van Buren; Richard T. Doermer, president, Indiana Bank & Trust Co., Ft. Wayne;

Harry Dunville, president, Dearborn Fabricating & Engineering Co., Mishawaka; P. J. Harrah, executive vice president, Bloomfield Manufacturing Co., Inc., Bloomfield; John F. McCullough, president, Orton Crane Co., Huntington; Boyd McKinney, vice president, sales, Brookside Corp., McCordsville; Charles Mosey, president, Mosey Manufacturing Co., Richmond; Vic N. Thacker, president, Dirilyte Company of America, Inc., Kokomo; and Carter Tharp, vice president, American Fletcher National Bank & Trust Co., Indianapolis.

It was 3-E day in N.J.

Export award winners put state's products into overseas markets many ways

A trade caravan to Mexico and Central America last fall that brought back $1 million in sales and expectations of double that in future sales was the joint effort of three New Jersey organizations. Last week these organizations got together again, this time to receive Presidential "E" awards for export service. They are: the New Jersey Public Service Electric & Gas Co. of Newark and the New Jersey Manufacturers Association and the New Jersey State Department of Conservation and Economic Development, both of Trenton.

The Public Service Electric & Gas Co. has developed an export program designed to make its industrial customers aware of the potential of international trade. It puts selected trade opportunities directly into the hands of appropriate customer-manufacturers, to help them enter or increase international trade and improve the U.S. balance of payments.

As part of this program, the company has distributed more than 1,700 selected trade opportunities to industrial customers, mailed newsletters on exporting to some 3,300 selected customers, and collected more than 200 business proposals for trade missions to Europe, Mexico and Central America.

Public Service Electric & Gas Co. serves an area of 2,400 sq. miles, running diagonally through New Jersey from New York City to Philadelphia, with an important part of its revenue coming from approximately 8,000 diversified industrial customers.

The company has 100 sales representatives, half of whom are graduate engineers, who serve the needs of the industrial customers and are thoroughly familiar with their products, processes and capabilities. The sales engineers suggest new ways in which customers can increase productivity, sales and profits, and know which manufacturers are best suited to fill specific trade leads.

In 1961 Public Service representatives led a trade mission of 70 New Jersey businessmen to Sweden, to interest Swedish industrialists in locating plants in New Jersey and doing business with New Jersey manufacturers.

When the New Jersey trade mission to Europe was being organized by the state during the summer of 1965, Public Service obtained 152 business proposals for the mission to take with it.

The usefulness of these proposals continues. They were put to use at the business information centers at the 1966 Brussels and Barcelona International Trade Fairs. A selected group of these proposals was used at the International Agricultural Fair at Novi Sad, Yugoslavia, in 1966.

Public Service also obtained 84 business proposals for the New Jersey Trade Mission to Mexico and Central America last fall.

The company's Southern Division held a joint meeting with the Department of Commerce's Philadelphia Field Office to acquaint customers with Commerce's Sample Display Service. Several customers later submitted sample displays for exhibit in the foreign cities where this service was available.

Public Service inaugurated a pilot program in 1964 of distributing trade opportunities in its Southern Division. Selected trade leads received from the Philadelphia Field Office of the U.S. Department of Commerce were distributed to appropriate manufacturers. Customer reaction to the trade lead program was so favorable that Public Service extended it to all six company divisions.

Correspondence thus initiated between New Jersey manufacturers and foreign companies has resulted in the establishment of agencies in a number of cases. Price lists and product samples have been requested and furnished, and actual sales have followed.

Another recipient of an "E" award, the New Jersey Manufacturers Association, has assisted its members in international marketing by conducting export workshops, organizing and sponsoring trade missions and mobile trade exhibits, conducting market surveys, and informing them of export opportunities.

In looking for ways and means to increase job opportunities in New Jersey, the Manufacturers Association decided in 1962 to introduce a program to help its members evaluate sales possibilities in the international field. Any sizable increase in sales by New Jersey firms, it was felt, would generate new jobs.

The Association investigates the various markets, marketing methods and aid available, and passes this information on to its members through cooperative workshops and its magazine *New Jersey Business*. Basic information is thus made available to the more than 14,000 members for them to consider as to sales potential for their businesses.

New Jersey Business supports the ex-

'E' AWARD WINNERS (l. to r.) Edwin H. Snyder, president of N.J. Public Service Electric & Gas Co.; Robert A. Roe, commissioner, N.J. Dept. of Conservation & Economic Development; and Paul L. Troast, chairman of the board, N.J. Manufacturers Association, are shown with Acting Sec'y of Commerce Alexander B. Trowbridge (2nd from r.), who presented the "E", and Governor of N.J. Richard J. Hughes (r.).

port promotion program in its editorial pages. A column entitled "Export Opportunities" is a regular feature, and articles on international business are often included.

Leonard C. Johnson, Association president, has been a member of the Philadelphia Regional Export Expansion Council for five years and uses information acquired as a Council member in formulating the Association's programs.

The Association has co-sponsored and provided speakers for export workshops, and built attendance and interest by publicity mailings to the membership.

In 1965 the Association organized and co-sponsored with the State of New Jersey a trade mission to Europe. The Association chairman served as mission leader, and its director of publishing assisted in the preliminary work. The Association furnished 59 business proposals for the mission.

In 1966 the Association again cooperated with the State in organizing a trade mission to Mexico and Central America, accompanying an electronic and medical equipment trade caravan. (See INTERNATIONAL COMMERCE story in the issue of Dec. 19.)

The Association has assisted the Graduate School of Business at Rutgers, the State University, in setting up a graduate curriculum in international trade, with the Association president serving on the advisory council.

The third winner is the New Jersey State Department of Conservation and Economic Development, which has stimulated the business community's interest and activity in foreign marketing. The Department's program encompasses organization and sponsorship of educational conferences, trade missions, mobile trade exhibits and market research. It uses publicity media to promote the International New Jersey theme, and distributes trade leads.

In January 1964 Governor Richard Hughes established the Office of International Commerce within the Department.

The Department has organized various educational efforts with the cooperation of the U.S. Department of Commerce field offices in New York and Philadelphia. Among these was a series of export conferences.

The Department also participated in the courses at Rutgers, which were designed for export managers, manufacturers, bankers, sales executives, traffic managers and others interested in increasing exports.

The Department and the Manufacturers Association co-sponsor seminars conducted by representatives of the procurement policy staff of the Agency for International Development.

In addition to printed media, the Department employs radio and television to gain wider coverage for informational material. Two years ago the Department published a directory entitled *International New Jersey* which listed New Jersey companies, products and services.

Last year the Department sponsored and produced an advertising supplement to the *New York Times* that appeared in both domestic and international editions. The Department distributes international trade leads from all over the world on a bi-monthly basis to some 2400 New Jersey business firms.

The Department and the Manufacturers Association co-sponsored the first formal State/Industry Trade Mission to the Netherlands, France, West Germany, Italy and Spain. The Department followed up the mission with questionnaires to participating firms, for statistical analysis and evaluation.

The Department is producing a documentary training film about the Trade Mission/Trade Caravan which will be augmented with a training manual.

New Jersey has begun a program of improving and increasing the capability of port shipping facilities and air terminals. This is being done in cooperation with the State of New York through the bi-state Port Authority agency. The State of New Jersey has pursued with private enterprise the establishment of a Foreign Trade Zone within the State.

Mississippi Valley traders to meet in New Orleans

22nd annual conference will focus on Minnesota's trade successes

Federal Government specialists in overseas trade missions, containerization and investment in developing nations will speak next week to the Mississippi Valley's world traders. At the meeting, in New Orleans, it will be Minnesota's turn to tell the rest of the Valley area about one state's international trade successes.

The 22nd annual Mississippi Valley World Trade Conference Apr. 23-25 will hear Paul E. Pauly, director of Commerce Department's Office of International Trade Promotion; Maitland Pennington of the U.S. Maritime Administration; Herbert Salzman of the Agency for International Development, and Governor Harold LeVander of Minnesota.

Panelists and some of their topics at the opening session are William F. Foss, president of Minneapolis-Moline, Inc., H. Robert Diercks, vice president of Cargill, Inc., Minneapolis, "Our State in the Mississippi Valley and Its Connection with World Trade"; Eugene F. Kindler, vice president, International Division, Minnesota Mining and Manufacturing Co.; Paul V. Grambsch, dean of the School of Business Administration, University of Minnesota, "Educational Resources for International Trade in North Central United States"; and John F. Nash, president of American National Bank & Trust Co., St. Paul, "Relationships Between Minnesota and the New Orleans Gateway to the World."

Trade Mission reports

The afternoon session will focus on "Investment Climate—Ideas on Trade Promotion—A Look at Trade Missions." Contributing panelists are: Peter C. A. Carpenter, senior vice president of J. Henry Schroder Banking Corp., New York, "The Latin American Panorama"; Paul E. Pauly, "International Promotion Techniques"; Charles S. Besterman, Mississippi Marketing Council, "Mississippi Trade Missions—Avenues to Profit in Latin America"; and Nicolas Paul Sapieha of International House, New Orleans, "Results of a Trade Mission to Africa."

A third general session, considers "Expanding and Protecting Overseas Markets—The World Food Deficit." Discussants include B. A. TePaske, J. I. Case Co., Racine, Wis.; Harvey A. Raasch, Koehring Co., Milwaukee; and John Wenn, Jr., U.S. Dept. of Agriculture, Minneapolis.

The final session is on "Financial Assistance and Services Available to Foreign Traders", with panelists B. H. Witham, vice president, IBM World Trade Corp.; Mahlon B. Beal, Export-Import Bank; and Herman J. Penn, managing director of The Rivergate.

Co-sponsors of the conference are: Board of Commissioners, Port of New Orleans; New Orleans Area Chamber of Commerce; Export Managers Club; Forwarding Agents & Foreign Freight Brokers Assn.; International House; International Trade Mart; Board of Trade Ltd. Clearing House Assn.; Propeller Club; Traffic Club of Greater New Orleans; and Mississippi Valley World Trade Council.

Hey Culligan export man!

Vice President tells of 10 years of building international water softener market

By DONALD L. PORTH
Vice President, Culligan, Inc.

Like many U.S. firms, Culligan had, for many years, received inquiries from Europe and places elsewhere in the world. The procedure was always the same—answer the letter, send a brochure, invite the company to see us if they ever came to Chicago; then wait for an answer.

PORTH

And, of course, nothing further ever happened. This is typical of how most U.S. firms operate, and is one reason why only one out of 25 manufacturing concerns in America does any exporting at all.

We truly had no concept of doing business internationally. None of the Culligan personnel had ever been overseas. At that time, we were truly a small business, with annual sales volume of about $7 million —a volume which we almost do now overseas.

In November 1957, a Chicago Irishman by the name of Jim McElroy visited our office in Northbrook. After World War II, he had married a Belgian girl, moved to Switzerland, and distributed many U.S. products throughout Western Europe. He had seen a Culligan ad in the U.S. copy of Life magazine and was familiar with the hard water conditions in Europe. At the same time, we were aware of the formation of EEC and EFTA and were beginning to at least consider exporting.

Jim McElroy convinced me to take an intensive personal tour of seven countries in Western Europe. I found him to be an unusual American, who thought like a European and actually spoke French better than English. His unique capability is what really propelled us into the European market.

In talking with business and governmental people from London to Milan, two very strong conclusions were reached. One, Western Europe is blessed (according to our way of thinking), with some of the hardest water in the world; and two, we found among the people we visited an awareness of the water problems, but little knowledge as to what to do about them.

At this point, we were presented with quite a dilemma. First, we did not manufacture the type of product for which we could just seek out and appoint established distributors or marketers, who would merely add our line to their own. Second, this resulted in the decision that we had to build, from the ground floor, a marketing organization in each country.

Being far too small to undertake the branch office approach, we decided on franchising independent organizations—one for each country. Each licensed distributor or marketer would be totally responsible for importing, warehousing, advertising, selling, delivering, installing, and providing after sales service.

Our best initial prospective distributor was a former paper merchant in Brussels, but we just could not convince him to pioneer a new business.

Many of the greatest things in our business and personal life happened by chance. When Jim McElroy and I visited the temporary headquarters of the Brussels World Exposition in early 1958, we saw a sign emblazoned "Brass Rail Restaurant." Being familiar with them in the U.S., we stopped and soon learned that they had the restaurant concession for the USA Pavilion. When the manager received our business card, he skipped over the other 20 people who were waiting, and we were greeted with "Man, do I need you people! This water is unbearable!"

Our chance call resulted in Culligan being awarded the contract to condition all the water in the USA Pavilion and in the Atomium structure, where our equipment is still installed.

The Brussels World Exposition really launched Culligan in Europe. It convinced our prospect in Brussels that he should organize a distributorship—our first in Europe. It provided us with business and governmental publicity that resulted in our meeting many important people from other countries, some of whom later led us to other licensed distributors.

Our early experiences in Belgium were most exasperating. Our Belgian people knew nothing of the water business, and creating and launching an entirely new company required more time than expected. The biggest problem was the resistance to the sales methods we had found successful in the U.S.

In the States, of course, dealers sell through direct sales organizations; door-to-door and factory-to-factory. The Belgian idea of direct selling was to hand-type a series of letters to people, mail

AT A EUROPEAN DEALER CONVENTION in West Berlin Don Porth, Culligan vice president, conducts a press conference for 70 German journalists and radio and TV newscasters. Meeting got wide coverage.

them, and wait for an invitation to visit them. At this particular point, I found that most of the salesmen spent their time mailing letters. Canvassing was verboten. They thought it was illegal, immoral, or a good example of impudence.

Finally, in utter frustration, I took the manager of the Culligan Belgian company, along with Jim McElroy, to canvass, door-to-door, the finest residential section of Brussels.

With much reluctance, we walked up to the first home. It was evident that a party was in progress and our people turned back. I convinced them that in direct selling, you knock on every door because you never know when you find a prospect. So we rang the door chimes, the butler answered, and the lady of the house who was hosting the party found herself talking to a Belgian, a Swiss, and an American.

Our approach so startled her that we had quite a fine interview. In fact, as luck would have it, her hands were rather raw and red, and her physician had just told her that maybe the problem was with the water. This ended up with an appointment with her husband, and the result was a water conditioner for the home, and another one for a coffe shop owned by her husband.

A few hundred customers

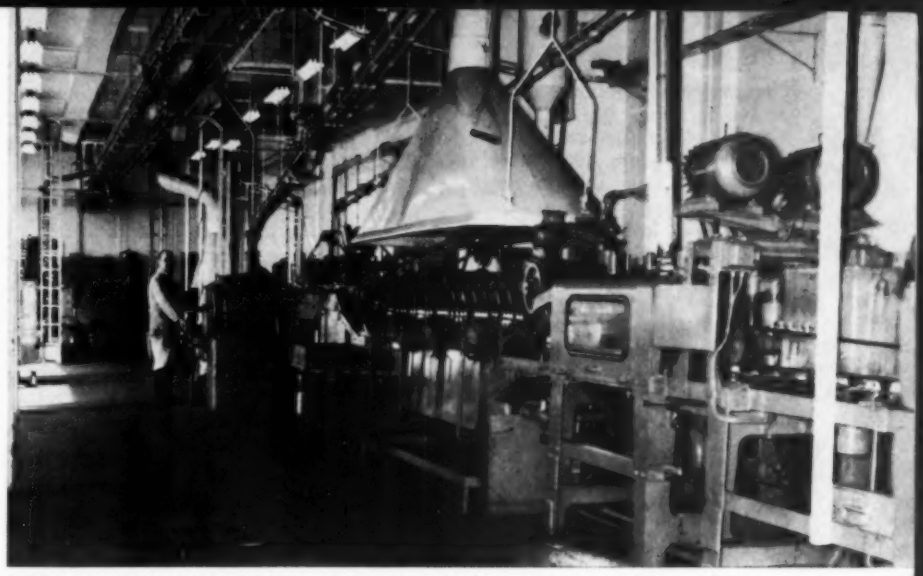
The next four calls produced one appointment. In the sixth home, I was being introduced as the representative from Chicago, and the housewife switched from French to English and said, "Well, come right in. I, too, am an American." She had been a New Yorker, had used Culligan service there, and moved to Belgium. Result, one order.

Well, slow as it was, we had a few hundred customers by the summer of 1959, and we used our success in Belgium to interest other distributors.

There was absolutely no pattern to the type of distributor we were able to assign. In Holland, our distributor was with Philips of Holland; in Switzerland, Oertli, a manufacturer of oil burners; in Germany, we assigned the seventh largest industrial company, Klockner; in Sweden and Italy, we signed up small water companies; in Portugal, it was a German engineer who had just returned from Angola.

Although they came from all walks of life, the common denominator was a technical, financial, and marketing capability, with an earnest desire to pioneer a new business. In each country, we had the tedious task of assisting in creating a marketing organization.

By 1963, we assigned distribution in all western European countries. Since then we have added qualified people in Lebanon, Kuwait, Cyprus, Malta, Greece, Nigeria, Morocco, Tunisia, and the countries in Africa and the Middle East.



DUTCH INDUSTRIAL INSTALLATION at Leeuwarden, this large canned milk factory uses soft water on the production line to cool soldered cans (not to water the milk! Culligan explains).

Originally, we exported all equipment from Illinois through the St. Lawrence Seaway, direct to our overseas outlets. In 1962, we established Culligan S.A., a wholly owned subsidiary of Culligan, Inc., to warehouse, manufacture, and market our products in Europe. This warehouse was opened late in 1962. At the same time, we purchased ten acres of some of the finest industrial property on the Autoroute from the Brussels airport, at Diegem.

A 25,000 square foot manufacturing plant was opened in September of 1964. I think it operated at 110% capacity the first month! Immediately we made plans to double the plant, which was finished last year. We are now in the process of again doubling our plant facility.

While we now export mechanical and electrical components, we manufacture tanks at our Belgian plant, and assemble there. Again, timeliness was responsible for choosing Belgium. With the loss of the Congo in 1962, the Belgian Government encouraged industry with government guaranteed loans, at an interest rate of 2% plus various tax concessions.

So much for history. Although our distribution and marketing methods are well established, they obviously are in a constant state of flux.

To a home owner, a water softener is a consumer appliance, similar in cost to an automatic washing machine or dishwasher. To an industrial firm, a water treatment installation is a capital goods investment. In both cases, equipment is sold through personal contact by direct sales representatives.

Prospects are reached by direct mail, canvassing, advertising in trade papers, consumer magazines, newspapers, displays at expositions, and working with government agencies, architects, builders, consulting engineers, and plumbing contractors who specify and purchase this type of equipment.

Each licensed distributor now has his own direct sales organization, both household and industrial. However, at this time, a very significant transition is taking place in the marketing of our products. A countrywide direct sales organization can skim the cream off the market fairly fast, but to get truly effective market penetration, we have found that we must establish independent water conditioning dealers who devote their full time to selling these products.

This program was started by Culligan France about two years ago. There are now 39 independent dealers throughout the country, employing 186 people. The

Culligan's export record earned 'E' in 1965

A Culligan, Inc. convention for dealers and distributors in Chicago in January, 1965, was the occasion for the presentation of the Presidential "E" Award for export excellence to the water conditioning company, which has headquarters in Northbrook, Ill.

This article was adapted from Mr. Porth's presentation to the 1967 Chicago World Trade Conference.

parent company continues their own direct selling in the Greater Paris area, with 59 people in sales and service. Another 53 people at the home office make a total of 298 Culligan people employed in France.

At the retail level, sales of Culligan products and services in France alone will surpass $3.5 million this year. The Culligan dealer in France is patterned after the successful dealer concept in the U.S. In varying degrees, depending upon the economy of the country, the dealer concept will gradually be adopted by other licensed distributors.

A most difficult marketing problem to solve internationally has been in the area of advertising and the providing of sales aids, literature, and collateral material to support a direct sales organization.

In America, we are accustomed to being able to purchase space in Life, Look, Newsweek, or House Beautiful, and thus reach the markets of all Culligan dealers with one insertion. We use "Hey Culligan Man" radio or television commercials, and by careful media buying, reach over 90% of our prospective customers.

In Europe, not only do customs, habits, and communication methods vary country by country, but by districts and communities within a country. For example, Switzerland, which only encompasses 16,000 square miles, or an area about twice the area of New Jersey, has four separate national languages—German, French, Italian, and Romahsch. This makes media buying and ad production to them costly and complicated.

Throughout Europe there is a myriad of magazines with circulation crossing national boundaries, making it necessary to take a European market approach to our program.

And, although the "Hey Culligan Man" broadcast series has been translated into German, French, and Italian, the scarcity of commercial radio and television has been a real problem. In the U.S., newspapers are essentially local. In Europe, many of them are national and therefore expensive.

SWISS ICE IS ASSISTED at Villars Sur Ollon, because soft water is better than hard water for good freezing. It also prevents scale formation on ice machine compressors and cooling coils.

Two-point program

After much trial and error, we have established an effective two-point program.

Each Culligan licensed distributor is completely responsible for his own local or national newspaper, direct mail, displays, and participation in expositions. In order to coordinate international advertising, Culligan has established a co-op fund through our Belgian factory. Each licensee remits to Culligan S.A. 2% of his gross dollar purchases, and this is matched by 2% from the factory. This 4% then creates a fund credited to each country. This fund is used, essentially, for magazine advertising in the licensee's own country. However, by coordinating this program from Brussels, we standardize our copy platform and solve the problem of overlapping circulation.

Another area of great difficulty was the preparation of product sales literature. With 30 basic pieces, and the need for this material in so many languages, this appeared to be almost an insurmountable problem for a small company. In fact, initially we provided and used literature printed only in English. Over the past several years, however, we have finally evolved an effective program that appears to be economic for a company our size.

We started by providing glossy photos of the products so that the distributor could print his own material. The resulting array of literature didn't even resemble our Culligan material. Then we tried actually printed standard blanks in Brussels. These blanks were merely the illustrations of the products with the text left blank, and the distributor was to overprint the copy in his own language.

This didn't work out too well for us, either. The paper had to arrive in mint condition. The format of our U.S. literature with reverse copy in the illustrations made it impractical. Also, we found ourselves in the paper shipping business, and customs made the cost prohibitive.

This year we took the final step which is solving the problem. Our Belgian agency handles the complete production of sales literature in the distributor's own language by producing a complete printer's positive. The copy, of course, is approved by each licensee. The cost of the printer's positive is charged to the distributor's international cooperative account. The distributor then takes the printer's positive, gives it to his printer, and prints locally in his country the number of pieces he requires.

Using this system and English printer's positives, this year literature is being printed in French, German, Dutch, Italian, Spanish, Swedish, Portuguese, and Arabic. In addition, the licensees sell literature to each other.

In direct mail, we are following a similar system. In newspaper ads, we provide layout and copy, with only the illustrations in mats. Copy is set locally by the newspaper. Other collateral material, such as identification programs, signs, and sales incentives follow our U.S. program.

Effective in Europe

A big difference in Europe is the selling effectiveness of fairs, shows, and expositions. In Europe, distributors enter shows and exhibit to sell their product, and the people come to buy. I was amazed, in attending the Paris Home Show, Salon des Arts Menagers, to see four private booths equipped for complete sales presentations that resulted in the sale of 331 household water softeners, at an average price of $550, with a third down payment in cash!

Picking up almost $200,000 worth of business in one home show is certainly unknown in this country, and is the reason why Culligan France alone participated in 13 different expositions in 1966.

To the licensee, we provide the components to a giant "mystery faucet" which has been an effective show stopper for Culligan in the U.S. Recently Switzerland ordered five of them.

One interesting point is that the same basic sales presentations used in the United States are very effective in Europe. They consist of a presentation made to the husband and wife of an 11 minute audio-visual film strip presentation on "Water Science in the Home." Obviously, we have Europeanized the films and have translated the audio part in the local language.

The sales representative performs a complete comparison between the prospect's hard water and soft water, and visually shows the benefits of conditioned water in the home by means of a full color presentation book, with the English copy deleted.

Sales training materials have generally been prepared in slide form from the film strips that we use in the U.S. This is to give the sales manager more flexibility in training.

Each licensee maintains a sales training center, and the representative is provided a minimum of two weeks training. Sales incentive programs follow the U.S. concept.

Close communications between factory and its distributors is even more important than at home. Once each year, a three-day international convention for licensed distributors, their people, and key dealers is held. For example, last December, 250 people from 19 countries attended our annual convention held in West Berlin. This was the first international meeting of this type conducted in West Berlin, and a great deal of publicity and fine public relations resulted from it.

A press party, with 70 journalists and representatives of radio and television resulted in extensive newspaper coverage in Germany, and appearances on television. The fact that four industrial plants telephoned the Berlin Hilton during our meeting, inquiring about water conditioning, would fulfill any sales manager's dream.

I have heard exporters say that they did not favor manufacturing outside of the United States. They were strictly interested in exporting. We have found that exporting alone does not really result in extensive development of an international business. Overseas manufacture results in your being committed to the economy of that country. It brings you closer to your international markets. It reduces costs and makes you more competitive by eliminating the exporting of certain bulk components with high freight costs.

Although there is a balance of payments consideration, our experience has been that the value of exports of certain components to the manufacturing subsidiaries were higher than exporting alone. For example, in 1963, sales to our Belgian warehouse before manufacturing facilities were established, were $791,000. This year, the volume of exports to our Belgian factory will exceed $1.3 million. And these exports are comprised of more sophisticated, higher profit components.

Product planning is going through a radical change. Originally we sold a U.S. water softener equipped with a 50-cycle, 220-volt electrical connection. Although reasonably successful, it is oversized and overdesigned for the average European home. We have now established a Product Planning Policy committee in Belgium.

For the first time, we are designing two compact water conditioners for Europe—one for the middle income and apartment dweller, and one—a point-of-usage automatic conditioner for dishwashers, Expresso coffee makers, and the like. To the surprise of our U.S. staff, we find that there is a market in the U.S. for this type of water conditioner.

With 94% of the world population living outside the U.S., it is logical that many manufacturers will do more business overseas than in the United States. This is especially true for Culligan where water conditions overseas are more serious.

In 1957, Culligan had a total sales volume of $7.7 million, with practically no export business. In ten years, total sales have almost quadrupled, to $29 million. At the same time, our overseas companies will do $6.7 million, or almost as much as the parent company did at the time we started exporting.

Today we market in 52 countries with marketing managers located in Diegem for Europe, Mexico City for Latin America, and Hong Kong for the Far East.

Our management looks upon the world's 3 billion people as one market. At Northbrook, we are as interested and almost as conversant with a sale made in Paris, France, as one made in Paris, Illinois. We are probably one of the very few companies that does not have an export manager or any employee in the home office who devotes his full time to international business. Instead, our staff people are involved in both domestic and foreign activities.

We have found a great many benefits resulting from this international experience. These include:

1) Diversification of our company. When business is down in one area, it is up in another.

2) Research and development overseas helps develop new products that have good potential in the U.S.

3) An exceptional training ground is provided for future management of the parent company. Middle management, too, is broadened.

4) We make more profit internationally. For example, the parent company at Northbrook achieves a 7½% profit after taxes on sales. The parent company in Belgium has a profit of 8½%.

5) We are convinced that exporting or international business is really not very mysterious. All of the forms, shipping details, and other transactions become routine.

6) We find that international business builds prestige and recognition for the company, its dealers, and its employees. It enhances the value of our brand name. It improves the morale of our people and demonstrates the exceptional opportunities for training and promotion.

GERMAN STREET CARS at Karlsruhe had their washing time reduced from 40 minutes to 10 minutes with the installation of the Culligan automatic water softener, shown at left of vehicle.

Irish, Israeli department stores will hold America Weeks sales of U.S. goods during the fall

Arnotts in Dublin, Shalom in Tel Aviv plan Western performers; products on display to include clothing, food, housewares

American products will get an extra push in Europe and the Near East this fall as stores in Ireland and Israel sponsor America Weeks promotions of U.S.-made goods. Dublin's Arnotts Department Store will hold its sale during the last half of October, followed during the first two weeks of November by Tel Aviv's Shalom Stores.

Arnotts is one of the oldest firms in the Republic of Ireland, and was recently ranked fifteenth among the country's largest firms. Its gross income over the past few years has been in the neighborhood of $17 million. The main store in Dublin has been expanded and modernized, and in 1966 the company opened a small fashion shop branch in Dublin.

The America Weeks sale, the theme of which will be "The American Indian," will be held at both branches, with the major attractions at the main department store.

A Western performing group, composed mainly of American Indians, will emphasize the central theme of the promotion. If plans can be made, a top U.S. movie star will also be present for part of the two-week sale.

A likely addition to the attractions at Arnotts is a display of U.S. space achievements, possibly including mockups of rockets and space vehicles.

Posters planned

The United States Travel Service will provide scenic posters showing landmarks throughout the United States for use in window displays and in various departments throughout the Dublin stores. Arnotts will decorate the windows of the stores to show American merchandise during the special sale.

Publicity planned for the event includes full radio and television coverage, as well as press reporting and an extensive newspaper advertising campaign before and during the showing.

On October 16, Arnotts will host a luncheon and a reception to inaugurate the America Weeks, and throughout the two-week period, a series of lectures and films on the United States will be presented. An American Dinner Evening is expected to include over 100 guests.

Merchandise for the special sale includes women's clothing, hats, and lingerie; men's clothing and accessories; children's and infants' wear; jewelry; fabrics; furniture and carpets; and household goods, such as linens, china and glass. Total purchases made especially for the occasion are expected to amount to approximately $170,000.

Special pavilion

The Israeli Shalom Stores expect to devote about 15-20,000 square feet of floor space to a special U.S. pavilion featuring American goods only, with additional "American Corners" located in every department of the store.

The store hopes to have an additional space exhibition, like the one in Dublin, to be located on an additional 10,000 square feet of space in the central lobby of the Shalom Tower. As in Dublin, flags, posters, and other decoration and promotional material will be supplied by the Department of Commerce and the U.S. Travel Service.

A Western group will perform regularly during the two-week sale, and Jewish organizations in this country have been invited by the store to participate with displays to be shown in Shalom concurrently with the America Weeks promotion.

Shalom expects that purchases made both in the United States and from U.S. agents in Israel for the sale will amount to approximately $130,000 at wholesale prices.

Included on the store's shopping list are women's and girls' fashions; men's and boys' wear; food products; housewares and gadgets; household textiles; electrical appliances; sporting goods; toys; and gifts.

The U.S. buying office for both stores is Mutual Buying Syndicate, 11 W. 42nd St., New York, N.Y. 10036.

Fourth MACEF show of gifts, hardware scheduled for Milan

The fourth edition of the MACEF fair of glass, china, housewares, gifts, and hardware will take place Sept. 2-5 this year, at the Milan fairgrounds in Italy. U.S. manufacturers in these fields have been invited by the fair management to display their products at MACEF.

Special incentives are being offered to U.S. exporters wishing to attend the fair. Exhibits will be set up by the management, and trained interpreters will be available if needed. Promotional copy in various languages will also be drawn up on request.

Write: Mario S. DeCellys, 50 E. 42nd St., New York, N.Y. 10017.

Australian air group plans annual aviation exhibition

The Australian Air Force Association (Victoria Division) is planning to stage its annual Aviation Exhibition at the Exhibition Buildings, Melbourne, Sept. 5-12. The dates coincide with Air Force Week, which will be observed throughout the country by the Australian Government and the Royal Australian Air Force.

American airlines, aircraft manufacturers, and aircraft component makers have been invited to participate in the show. The exhibition itself and the individual exhibits are scheduled to receive extensive publicity through the press, radio, television, trade journals, pamphlets, and posters.

Further information and floor plans of the exhibition hall are available from: B. L. Grabham, Secretary, Aviation Exhibition, Air Force Association, 10 Queens Rd., Melbourne, Victoria, Australia.

Mining equipment scheduled for South African exhibition

An international exhibition of mining equipment, which is expected to attract visitors representing mining interests throughout the world, is scheduled to be held in Johannesburg, Aug. 21-26.

South Africa is the recognized leader in deep level mining and has been responsible for a great many technical advances over the past 20 years, and it is expected that the exhibition will create worldwide interest within the mining industry.

American firms are invited to participate in the show, presenting all kinds of equipment related to mining operations.

Write: South African Exhibition Organisers (Pty.), Ltd., Post Office Box 2900, Johannesburg, South Africa.

TRADE TOUR BEGINS as WEMA members and wives take off for Japan to attend Trade Center show. Visits to plants in Tokyo area took member Bob Tetherow to Nippon Electric complex (above right).

WEMA trade tour successful in Japan

A U.S. trade association's export promotion drive hit the mark squarely as 30 members of the Western Electronic Manufacturers Association (WEMA) presented their products along with 12 other U.S. firms at the Tokyo Trade Center, Feb. 20-25.

Comments such as "exceeded our expectations," "best overseas show we've been in," and "really worthwhile," indicate the reaction of all the WEMA members in the Tokyo show. "We were pleasantly surprised by the interest and enthusiasm of the Japanese engineers," said Wayne Robinson, sales manager for Watkins-Johnson.

The 42 firms in the Tokyo exhibition rolled up immediate sales of $241,227, and listed future sales expectations as a result of their participation at over $3 million, with WEMA companies leading the way.

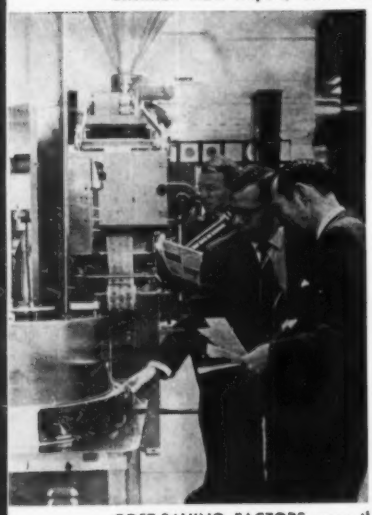
California Computer Products concluded a $50,000 sale of a digital plotting system it was exhibiting at the show.

Many of the WEMA members in attendance took advantage of the opportunity to visit local Japanese electronic plants and study production methods.

TRADITIONAL BREAKFAST BRIEFINGS (above left) on how to do business in Japan were given by the American Chamber of Commerce in Japan, which hosts such gatherings at all Trade Center shows. Special briefing was held (above right) on Japan's military electronic needs. California Computer Products officials Carl Odiam and Bob Graydon (at left below) talk terms with Japanese buyers.

SPECTRA-MAT PRESIDENT Leo Cronin said, "I must have talked to every tube engineer in Japan."

LIQUID NITROGEN FLASH FREEZER shown by Integral Process Systems, Inc. (above) attracted much attention from buyers, and touched off a minor price war among major Swedish gas producers.



COST-SAVING FACTORS were the big talking point for automatic food slicers (above left) shown by Great Lakes Stamp & Manufacturing Co. Vesta Shuttleworth (at left in above right photo) discusses terms with the new Scandinavian agent for her firm, Shuttleworth Machinery Co. I. J. Trudeaux (at left below) shows prospective customers the Anderson Brothers Manufacturing Co. automatic boxer.

U.S. firms forecast $1.5 million in sales at Stockholm show

Eight agents signed, record set for non-Swedish trade visitors

A record number of Scandinavian trade visitors from outside Sweden attended the recent show of food processing and packaging equipment at the Stockholm Trade Center, held Feb. 23-March 1. Ninety-three Finnish, Danish, and Norwegian visitors were registered during the exhibition.

The 24 U.S. firms participating in the show wrapped up sales of $45,900 off-the-floor, with over $1.5 million in sales predicted over the next year as a result of the show.

Nine of the U.S. firms were actively seeking representation in Scandinavia, and eight new agency agreements were signed during the show. Eighteen more were under discussion after the close of the exhibition.

Attendance totaled 1041, with 740 of these registered as interested trade representatives. The great majority of the visitors who responded to questionnaires put their overall impression of the show in the "good to excellent" range.

One of the largest chain stores in Sweden is negotiating with Belshaw Brothers, Inc. for the installation of Belshaw doughnut-making machines in its 50 retail outlets throughout the country. A Finnish firm has asked Belshaw for a quotation on a specially-designed large doughnut-making unit.

Kuhl International Corp. successfully introduced its automatic egg-washing machinery during the show. Its initial sales in Sweden and Denmark will reflect only a portion of the ultimate market, according to company officials. Tentative commitments for large-scale orders over five to ten year programs are now under consideration by Kuhl.

The representatives of Polygal Co. at the show expressed their pleasure with the results by pointing out that every one of the company's top prospects from all over Scandinavia had visited their booth during the show.

Sani-Serv, a firm new to the market, had six eager potential agents lined up by the end of the show, all ready and willing to represent Sani-Serv's products in the area.

U.S.-French trade soars

Imports from U.S. are running at double the level of the 1950's

By THOMAS E. DRUMM, JR.
Commercial Counselor, U.S. Embassy, Paris

French imports from the United States reached an all-time high of $1.2 billion in 1966, an increase of $112 million or 10.3%. This was the third straight year in which French imports from the U.S. topped the billion dollar mark.

The annual average of French imports from the U.S. for the past five years is more than double the annual average during the decade of the 1950's, and France is now the fifth most important market for U.S. exports.

The high export level is not due to one-time sales of expensive items, but is made up of commodities ranging across-the-product-board. There were significant increases in U.S. sales of 55 of the 99 categories of goods under the Brussels nomenclature. Exports of 22 categories remained about the same, while the remaining 22 decreased.

The ten leading U.S. export categories for 1966 were (ranked by sales volume): machinery and appliances, electrical machinery and equipment, chemicals, scientific instruments, cereals, residues from food industries, copper and manufactures, mineral fuels and oils, motor vehicles, and aircraft and parts.

The overall French import market also continued its strong expansion in 1966. Total French imports from all sources reached $11.9 billion, compared with $10.3 billion in 1965 and $11 billion in 1964.

French exports to the U.S. also reached an all time high in 1966, increasing 11% to $660 million. Exports to the U.S., which is France's fourth-ranking customer, had totaled $595 million in 1965 and $470 million in 1964.

In the French export promotion campaign the U.S. market has been singled out for attention as the largest national import market. The figures cited attest to the effectiveness of this drive and the receptivity of French products in the U.S. market.

It is reported that in the French chemical industry alone there have been 40 mergers since 1958. While various figures have been cited, it is indicated that there have been more than 500 mergers of real significance, partial or full amalgamations, in France since 1958.

The Social and Economic Council, an official advisory body, reported a record number of business mergers in 1966, including companies in such industries as steel, pipe, glass, household electrical equipment, textiles, electronics, soft drinks, aluminum, aerospace, banks, machinery, shipbuilding and automobile production and chemicals.

Major consolidations were undertaken in 1966 in the French aerospace industry. The plans called for the creation of two companies, France Aviation and France Engine. France Aviation groups the big state-owned aircraft manufacturers, and those parts of the nationalized companies Sud Aviation and Nord Aviation, which are building military and civilian aircraft. France Engine will bring together those parts of Nord Aviation and SEPR (Société d'Etude de la Propulsion par Réaction) which produce missiles.

A widespread initiative is under way to amalgamate numerous small, often family-owned and competing manufacturing units; and to improve capital resources in order to meet competition from inside and outside the Common Market.

In the latter part of 1966 new measures were introduced by the French Government to liberalize foreign exchange controls and increase the channelling of private savings into productive investments.

New Company Law

Last July, the Parliament voted a bill reforming the laws governing the formation of corporations. The essential purposes of the new law were:

to restate and codify numerous laws, decrees and regulations;

to begin the harmonization of French company law with that of the other EEC countries, particularly Germany;

to simplify the formation of companies and increase the legal safeguards for shareholders and third parties dealing with companies.

The new law did not change greatly the provisions applicable to the *Société à Responsibilité Limitée*, for which only two shareholders are required.

However, it introduces a new type of *Société Anonyme*, the formation of which is considerably simpler than that of the older type if shares are not offered to the public.

Among the features of the new *Société Anonyme* is management structure along the lines of the German type of corporate organization: instead of a *conseil d'administration* (roughly equivalent to board of directors) the new type company will have a management board (something like the German Vorstand) and supervisory board like the German (Aufsichtsrat). The former will assume most of the powers of the Conseil d'Administration in the older type of Société Anonyme, in addition to the powers of general management.

Older type to continue

However, in contrast to the German statute, the management board is not responsible to the supervisory board. Both are responsible to the stockholders. The older type of société anonyme will continue to exist along with the new one. The statute became effective for the formation of the new companies on April 1. Existing companies do not have to conform to the new law until 1968.

A much more pragmatic attitude was taken by the French Government in 1966 than in the recent past toward foreign direct investments in France. The change in position is reflected in remarks of Prime Minister Pompidou made during November.

- "This general line reflects first our view that foreign investments, and in particular American investments, are in themselves an advantage for any country, including France, to the extent that they represent a contribution of capital and technology, which create employment, and indeed competition.
- "Second, we consider that this contribution should be on balance positive, and to the extent that it involves the pure and simple takeover of a French company, that is to say, a sort of financial colonization, it is of little interest to us,

and can even be considered as undesirable.

- "Third, whatever the advantage of the investment, it must not result in the complete domination of a sector of our economy by foreign capital, and especially by the capital of a single country.
- "Fourth, these investments must not, in any case, have as consequences that France is deprived of possibilities of research and of creation; that French enterprises produce only under foreign license."

Despite this change in attitude it appears that there was a decrease in the volume of foreign direct investments in France, from $231 millions in 1965, to $205 millions in 1966.

The 10% tax credit on new longer investment in certain types of capital goods, will no longer be in effect in 1967. Net fixed capital formation is not expected to increase substantially in 1967.

Should expand again

The French import market is expected to expand by another 9-10% in 1967, which normally connotes an increase in imports from the United States.

With the prospect for a continuing increase of EEC member shares in the French import market; the reduction to zero of internal tariffs now scheduled for July 1968; and the measures being taken to correct weaknesses in the French industrial structure by numerous mergers and other devices, it can be expected that competition in the French market will increase in the near term.

Other important factors in the consideration of the outlook for 1967 include stability or instability of prices, external demand, investment and consumer demand.

Relative price stability was maintained in 1966. The consumers price index rose by 2.8%, an increase over the target 1.5% guideline set by the Plan, but less than the increase in 1965. Increased competition from within and without the EEC also played, and is expected to continue to play, an effective role in helping to keep prices relatively stable.

External demand has been an important force in the 1966 growth pattern. In the second half of 1966, external demand started to decline; exports slowed down with decided effects on the balance of trade and payments. Some of the factors in this sector were the weaknesses in economic conditions in Germany and the U.K., which account for about 28% of French export trade with foreign currency areas.

French exports covered about 91% of French imports in 1966, as compared with 96% in 1965 and 88% in 1964. French export promotion programs and various other government measures are aimed at improving this position in 1967.

FRENCH IMPORTS OF U.S. GOODS are running at twice the level of the 1950's. France has been a billion dollar market for American exporters for the past three years, and is now the U.S.'s fifth-ranking market.

Improved economic conditions in some of the principal customers for French exports should also assist in this respect.

The 1967 outlook for selected French industries and commodities follows:

Farm income increased moderately in 1966 and the outlook continues to appear favorable. Production of grains, milk and sugar beets should exceed 1966 output if weather conditions remain good. Overall meat production will probably continue its upward trend, while fruit and vegetable output should be no smaller than last year.

French agriculture is likely to make somewhat greater tonnages of wheat and barley available for export in 1967.

Aluminum

French primary aluminum production was 364,000 tons in 1966, up from 341,000 tons in 1965. Agreements suggested by the French Government have reinforced the links between French aluminum manufacturers (Ugine and Péchiney) and processing industries.

In addition to a higher degree of concentration of the aluminum industry, processing plants will be specialized. This will undoubtedly reinforce France's position as the leading European aluminum producing country, and direct aluminum imports from the United States should continue to be substantial.

Faced with fierce competition, which kept prices low both inside and outside the Common Market, French steel producers were unable to achieve the Fifth Plan's goals for 1966.

For the third year in a row, production of crude steel barely exceeded 19.5 million tons. Exports reached a record high of 5.8 million tons. Rolled steel production has remained static at about 14.8 million for the past three years. Most of France's imports of some 3.5 million tons of steel originated in the European Coal and Steel Community.

Small shipments from the U.S. consisted in sophisticated steel products and stainless steel.

The general price advantage enjoyed by ECSC producers is expected to continue to impede any important growth of French imports of steel from the United States.

In face of persisting difficulties, the French Government and the steel industry have agreed on a new proposal to achieve the objectives of the Fifth Plan. The new proposal involves mergers, 15,000 job terminations, and 2.7 billion franc investments with the assistance of the Government in the period 1967 to 1970.

French passenger car and truck pro-

duction reached an all time high of two million units in 1966, about 400,000 units more than in the previous year.

Exports expanded in 1966 and exceeded 700,000 units, while imports totaled 170,000 units; a large proportion of the imports consisted of units produced by U.S. subsidiaries in Europe.

French imports of passenger vehicles produced in the U.S. totaled 2,194 units.

Local sales and French exports in 1967 are not likely to exceed 1966 figures, and a drop in production and sales is predicted in the second half of 1967.

Fuels

France met nearly half of her energy needs in 1966 from petroleum products. France consumed 49.9 million metric tons of petroleum products, most of which were locally refined from imported crude. Domestic crude production totaled only 2.9 million metric tons.

The position of coal continued to decline in 1966, due mainly to competition from petroleum products. French coal production was 52.9 million tons, down 2% from 1965. It should continue to decline as the nationalized coal industry phases out uneconomic production.

Total French coal imports were 15.9 million tons, down 7% from 1965. Coal imports from the U.S. were 1.7 million tons, a decline of 9% from the previous year, but imports from the U.S. should increase significantly in 1967 because of large contracts for U.S. steam coal for electric power generation.

Consumption of purified natural gas increased slightly in 1966 to 5.1 billion cubic meters, most of which came from domestic production at Lacq. However the nationalized French gas company contracted for progressively increasing future deliveries up to five billion cubic meters a year of Dutch gas, and was engaged in negotiations to import 2.5-4.5 billion cubic meters a year of liquified Algerian gas.

The decision was made to exploit a new gas field in Southwest France, which may yield an additional 1.5 billion cubic meters a year.

Thus, consumption of natural gas in France appears on the verge of a period of rapid expansion.

The French chemical industry did well during 1966, registering a production increase of about 9.8%. Estimated value of 1966 chemical output was $5.77 billion, compared to $5.35 billion the year before. Output of organic chemicals went up 14%. However, price difficulties restrained earnings somewhat.

Pharmaceutical output went up almost 17%, to a value of $1.05 billion.

A TENSE MOMENT IN NEGOTIATIONS at a U.S. booth in the Paris Packaging Show last November.

Chemical industry sources are bullish about the prospects for 1967 although there may be surges of over-production in some specific commodities as new facilities come on-stream.

While full data are not available as yet, the Federation of Electronic Industries estimates that 1966 sales increased about 8-9% over reported 1965 sales of $1.6 billion. It also estimates further improvement in 1967.

Household appliances

The total 1966 volume of sales by the French household appliance industry amounted to $644 million, a 5.5% increase over 1965, when sales totalled $610 million. This industry consists of 220 firms employing 52,000 persons. In 1966, 850,000 refrigerators, 820,000 washing machines, and 1,226,000 ranges were produced in France.

French exports of household appliances reached $69.8 million in 1966, an increase of 8% over the $64.7 million exported in 1965. Imports dropped from $90.3 million in 1965 to $87.4 million in 1966.

It is anticipated that in 1967, sales of household appliances in France will expand by approximately 5%, with sales of refrigerators increasing 15%, and sales of washing machines increased 10%. Sales of vacuum cleaners, however, are expected to decrease.

Final sales figures for 1966 are not yet known, but according to the trade association of aeronautical and space industries, sales increased approximately 20% over 1965 when they totaled $976 million.

Foreign orders booked by the French aeronautical industry in 1966 exceeded $506 million. This figure does not include orders for Concordes, Atlantics, or Hawks, since it is difficult to assess the portion of international cooperation projects ascribable to the French aircraft industry. Military orders represent approximately 70% of the total.

The market for executive and light aircraft and related equipment continues to grow. French imports from the U.S. declined in 1966 by approximately 10% to $31.9 million in 1966.

At 1966 level

The trade association estimates that French Government orders will remain at about the same level as 1966. Air-Inter will order Caravelles. Volume of aircraft exports are expected to increase 10-15%. Imports are expected to increase slightly.

French Government procurement of aircraft in 1965 was about $603 million. The volume for 1966 is estimated at about the same.

Production in the French machinery and metal-working industry in 1966

totaled roughly $8.3 billion, compared to $7.75 billion worth in the preceding year.

The general industrial equipment and machine-tool segments of the industry benefitted particularly from the 10% investment tax credit accorded for production equipment ordered before the end of 1966, for delivery before the end of 1967. Production of machine tools increased slightly, reaching about $570 million. The machine tool makers' order books are relatively full for 1967, and production is expected to increase again.

The most spectacular performers within this general sector were the precision mechanic and optical goods industries, which are reported to have produced 27% more in the final quarter of 1966 than the corresponding quarter of 1965. An estimate of full year 1966 activity of these branches together is $860 million, compared to a $718 million turnover in 1965. Much of this performance is attributable to the production of advanced-type office equipment.

Equipment for materials handling, earthmoving, mining and metallurgy progressed less strongly in 1966 than the several preceding years, especially the period 1958-63. However, the industry nevertheless earned gross receipts on the order of $813 million, compared to $768 million in 1965.

Exports for this branch were especially strong in 1966, accounting for almost 30% of total production. But imports of this class of equipment were also high and the French faced strong price competition on their home market. Agricultural machinery output increased from $695 million in 1965 to about $796 million in 1966.

An official French Government organization, l'Institut National de la Statistique et des Etudes Economiques (INSEE) polled French businessmen in January regarding the outlook for 1967. The recently announced results show that a majority of businessmen in this sector expect their own businesses to expand in 1967, but less rapidly than in 1966.

However, industrialists who produce capital goods are moderately more optimistic than the average, largely because of their cushion of filled orders.

Industrial electrical equipment

The final 1966 production figures for industrial electrical equipment are not yet known, but the trade association of manufacturers estimates that production will be about 2% higher than in 1965, when it amounted to $1.7 billion. Total orders received in 1966 for future delivery decreased by 11.6%, including orders from foreign countries, which dropped 35.8%.

The situation in the industrial electrical equipment sector is closely related to the requirements for power equipment due to increased consumption of electric current, as well as the domestic demand for industrial equipment and French export possibilities. Total investments of Electricite de France in plant and equipment amounted to $920 million in 1966, and will amount to $962 million in 1967.

Investments planned by EDF are particularly important. From 1966 to 1970, thermal production will rapidly expand. This progression will slow down only when nuclear plants (two plants at Chinon are in operation—two others should go into operation this year) are capable of filling a substantial part of French requirements for energy. According to the Plan, equipment to supply an additional 1.5 million kw. hours will be required annually for the hydro-electric plants of Electricite de France and Compagnie Nationale du Rhone.

The thermo-electric plants, which supplied 50% of total power in 1963, will supply 60% in 1970 and 65% in 1975. The Fifth Plan's thermal program anticipates an installed power of 8,000 to 9,000 mw., with most of the units having a power of 600 mw.

Optical and precision instruments

The expansion of optical and precision instruments sectors progressed faster than most of French industry; an increase in production of 8 to 9% was registered for the first three quarters of 1966.

The production increase is more noticeable in the field of sophisticated precision instruments, and is related in part to the implementation of French atomic energy and missile programs. The production of equipment and material used in education and in industrial design is also decreasing.

In 1966, France's imports in the field of scientific, industrial and technical instruments and equipment increased by 17% over the previous year. The United States is the principal supplier to the French market in this category of products.

French exports of all types of instruments increased by 16% over 1965.

The estimated production of all scientific instruments in France for 1966 was $118.4 million, an increase of 9%.

The construction of homes in France constitutes one of the major problems facing the French Government. Under the Fifth Modernization Plan, total housing requirements over the next 20 years were placed at 11 to 12 million units.

The annual rate of construction is to reach 480,000 units only in 1970. At the present rate construction of homes in France is falling below the goals established by the Fifth Plan.

Textile industry

Woolen goods: Based on ten months' results, it is estimated that total production in 1966 will show a 13% increase over 1965. At the beginning of 1966 production was very active, but a slowdown occurred in the Fall. However, as inventories are low and as the 1966 output never exceeded current needs, manufacturers are not optimistic about the future.

Cotton goods: In 1966 the output of cotton spinning mills improved nearly 9% over 1965 and the production of cotton and blended fabrics rose by 7%. However, cotton manufacturers are worried about the future, in view of the soft demand for imports of cotton goods from developing countries.

It is reported that imports of textile products increased in 1966, especially cotton goods, man-made filaments, woolen carded yarns and every type of discontinuous man-made fiber products.

Exports of silk products and woolen goods increased, but sales of cotton products generally declined; exports of man-made fiber products remained stable while discontinuous man-made fiber products improved slightly compared.

The total of French imports of clothing and accessories from all sources in 1966 amounted to $53.6 million, compared with $41.1 million in 1965. Imports from the United States amounted to $6.3 million in 1966, compared to $4.5 million in 1965.

There is a constant if somewhat selective demand for U.S. manufactured clothing for men and women.

Furniture

French imports of furniture from all sources in 1966 amounted to $73.4 million, up by $11 million over 1965. Imports from the United States amounted to $1.2 million, compared to $745,000 in 1965.

Principal suppliers to the French market are West Germany (about one-third), followed by Belgium, Luxemburg, the Scandinavian countries and Italy. The increase in U.S. exports figures is due primarily to recent promotion by American manufacturers, notably of Early American furniture.

In view of the sustained high level of U.S. exports to France, and the probability of further expansion of the French import market the prospects for further penetration of the market by U.S. goods in the near term are excellent.

U.K. keeping belts tight

British market should remain generally receptive to U.S. goods, however

By HAROLD E. HALL
Counselor for Commercial Affairs, U.S. Embassy, London

The British market for American goods and services should continue to be a generally receptive one in 1967, although business operations will probably be conducted in an aura of some uncertainty resulting from regulations adopted by the British Government to achieve equilibrium in the country's balance of payments position.

The measures applied last July to control rises in prices and incomes and to reduce domestic consumption began to be felt in the closing months of 1966, and probably will continue in effect on a voluntary or compulsory basis through most of 1967.

Consequently, British businessmen will continue to exercise caution in making decisions involving substantial purchases and investments.

British economists are optimistic that Britain's international payments will be brought into balance in 1967, and a possible surplus within the range of $420 million-$700 million on current and long-term capital account is being mentioned.

Although this would not be enough to meet the repayments that must be made to the International Monetary Fund this year, it would be a step forward in providing a more favorable financial atmosphere for international trade.

At the start of 1967, industrial production and industrial productivity were about the same as a year earlier. Unemployment was at a rate of 2.4%, which is low by U.S. standards but higher than the rate Britain had become accustomed to during 1964-66.

Hits postwar low

Industrial profitability reached its lowest level since the end of World War II, and compulsory company liquidations were up 16%. Private investment was down, but this was offset partly by a rise in public spending.

The start of 1967 also saw a ¼% increase in the rate of interest payable on share deposit accounts, which has already resulted in more money flowing into the building societies which, in turn, should lead to a pick-up in the sales of new houses this spring.

North Sea gas discoveries could well be the brighest development on the industrial horizon in 1967, but this is expected to be a slow process. Even if consumption reaches 100 million feet per day by the close of the year, this would still be less than 1% of Britain's energy requirements.

The year 1967 will see renewed efforts by the Government to assist the modernization of British industry. Development grants, which have been available covering 20 to 40% of new capital expenditures on plant and machinery used in the manufacturing and extractive industries, have been increased to 25 and 45% for expenditures incurred during 1967 and 1968.

In specified areas

The 40 and 45% rates are applied to projects in specified development areas.

The Government will also have in operation its Industrial Reorganization Corporation, which can draw up to $420 million from the Treasury to help industry adapt its structure and organization to meet the rigors of overseas competition.

Other recent governmental actions include the easing of the squeeze on the economy by dropping the Bank of England lending rate in January from 7 to 6½% and down to 6% in March.

The Government has introduced a new Companies Bill which, if and when approved, will require businesses to make known such details as the size of their export sales, their shareholdings in non-subsidiary companies, the salaries of their officers and directors, and contributions made to political parties.

All of these measures, of course, will apply equally to British companies and to American subsidiary companies operating in the United Kingdom.

The improvement recorded in Britain's trade position in 1966 was illustrated by the fact that the visible trade deficit was cut by nearly half, from an average of $64.4 million per month in 1965 to about $33.6 million per month.

This has prompted predictions that the United Kingdom could move into a favorable trade balance by the close of 1967, if the rise in British production costs could be kept below those of overseas competitors, if world trade remains buoyant, and if the present priorities continue to be accorded to export industries.

However, Mr. Douglas Jay, President of the Board of Trade points out that there has been no period in the last 100 years when Britain has had an annual visible trade surplus.

There is no doubt that Britain's manufacturing industries, supported by several new export promotion procedures adopted by the British Government, are selling more overseas. British merchandise exports in 1966 amounted to slightly over $14 billion, an increase of 6½% in value over the previous year.

Part of this was accounted for by

BRITISH TOOL BUYERS look over a U.S. firm's exhibit at a recent international exhibit in London. Despite import restraints in other areas, the British economy offers good sales opportunities for U.S. manufacturers of machinery and capital goods.

U.S. SUBSIDIARY'S CHEMICAL PLANT at Chesterfield, England, gets a 105-foot distillation column. Unofficial figures indicate that U.S. firms control about 7% of British industry's assets.

higher prices, and the volume increase was estimated at about 3½%.

In January 1967, exports (seasonally adjusted) reached a record level of $1.3 billion.

The dampening of domestic consumption has increased industrial capacity available for the production of export goods and, fortunately, demand in Britain's principal overseas markets continue to remain buoyant.

Government measures to promote exports include refunds of indirect taxes (export rebates) which could reach $280 million, in 1967; an annual grant to the British National Export Council, which is expected to reach approximately $2.3 million in 1967; and a contribution to Britain's participation in overseas fairs and exhibitions which could reach $7.1 million in 1967.

In addition, the British Government is considering proposals designed to provide special assistance to small companies wishing to export.

During the past three years, the value of British exports to the United States has increased by 12.9%, 22.7% and 25.7%, respectively, and the United States will continue to be Britain's prime export target in 1967.

Present plans are for British participation in 36 trade fairs, exhibitions, and store promotions in the United States. The permanent British Trade Center at Rockefeller Plaza, New York, has been taken over and will be operated directly by the Board of Trade.

As a result of these and associated measures, British products are expected to be available to American importers and consumers in 1967 in even larger quantities and varieties.

The drive to reduce British imports through domestically produced substitutes will continue in 1967, but nevertheless substantial imports will be required. In 1966, total imports rose 3½% in value to $16.5 billion, but only a 2% increase in volume.

U.S. gains steadily

The value of imports from the United States has mounted steadily, if not sensationally, recording gains of 1.6%, 3.2%, and 7.2%, respectively, in the last three years. The most receptive fields for American sales should continue to be machinery, electronics, and other capital goods, but any increase in consumer spending which may develop could result in increased sales of American products.

Britain starts 1967 with a home market which may be considered to include the industrial markets of the European Free Trade Association, inasmuch as the last remaining 20% of industrial tariffs was removed on January 1. Now the larger and highly important issue, entrance to the Common Market, will be a major objective of the British Government in 1967.

Businessmen seem to be fairly solidly behind Prime Minister Wilson's thinking that there is a clear and progressive balance of advantage to be gained by British industries' participation in the European Economic Community.

However, despite the enthusiasm of the influential Confederation of British Industry for prompt entrance, the reaction of some British companies has been something less than enthusiastic.

While flying time between London and Paris is only 50 minutes, the gulf separating British and French views on this subject still is vast, but during 1967 steps will probably be taken to shape British policies toward eventual Common Market membership, with every effort being made to avoid creating new areas of divergence.

The outlook for the United Kingdom's trade in 1967 with another important area, that of Eastern Europe, gained substantial publicity through the February visit to London of Mr. Kosygin, Chairman of the Soviet Union's Council of Ministers. In terms of trade, only about 40% of the United Kingdom's imports from the Soviet Union are covered by British exports.

The British Government will probably continue to press steadily for a better balancing of Anglo-Soviet trade and, more specifically, for prompt decisions on proposals submitted to the Russians for the construction in the Soviet Union of a bus factory by Leyland Motors and a car factory by British Motors Corporation.

The American businessman selling to or manufacturing in the United Kingdom is aware that, in addition to economic forces, there are psychological factors which affect the climate in which he is doing business. Although many products imported from the United States or manufactured by American companies in the United Kingdom are being bought by British consumers, some criticism is being directed against the high level of United States' direct private investment in the United Kingdom, which is now estimated at over $5 billion.

Most thinking Britishers believe that it would be self-mutilation for the United Kingdom to deprive itself of the benefits of American investment by restrictive procedures designed to keep investment out. But, as has been pointed out by the London *Economist*, "Economic chauvinism takes the form of objecting to foreign capital, and when the foreign capital comes from the United States, the reac-

tion can amount to positive xenophobia".

Unofficial statistics indicate that American-owned companies, registered and doing business in the United Kingdom in 1967, owned or controlled about 7% of the total net assets of British industry, and manufactured 10% of total production.

On the other hand, probably the most effective limitation on extensive new U.S. private investment in the United Kingdom is the United States Government's own voluntary guide lines on capital outflow from the United States. This program calls for U.S. companies to improve their contributions to solving the United States balance of payments problem in 1967 by at least $2 billion more than in 1966.

While some American companies apparently were able in 1966 both to pursue their planned expansion programs abroad and still adhere to the administration's request for restraint by the process of borrowing abroad, financial sources in London indicate that a repeat performance in 1967 of any similar magnitude is unlikely in the U.K.

In 1966, American companies are reported to have added about $980 million to their direct investment in the United Kingdom.

Criticize bigness

One common criticism of American penetration of the British economy is that it has become too large in certain areas, particularly in those fields which are influential in shaping Britain's economic policy—automobiles, electronics, computers, chemicals, petroleum, tires. Some critics feel that the British Government should increase its efforts to direct new U.S. investment capital into other industries where there will be less chance of conflict with British national interests.

Much of the fear over U.S. investment stems from awe of the size of the new giant supra-corporations which tend toward total internationalism in management and operations. Critics point out that the turnover of the top 19 American companies is equal to Britain's gross national product, and most of these firms operate in the United Kingdom.

Fear of the very largeness of these companies and of the wide scope of their operations has inspired a belief that British membership in the Common Market may result in the creation of business units large enough to stand up to this American challenge.

The technological gap and 'brain drain' are issues that also can be expected to appear in any discussions of Anglo-American commercial relations in 1967. The British Government has endowed its new Ministry of Technology with control over approximately $910 million to aid industry in overcoming the technological lag, and American companies will be encouraged to do more research and development work in the United Kingdom.

Concerning the brain drain, the six-man team of experts set up to advise the British Government on this problem reports that about 1,500 top-line engineers and scientists are emigrating each year.

Mr. Anthony Wedgwood Benn, the Minister for Technology, counts the brain drain as a net loss to Britain of approximately 1,900 over the past six years, but states that "it would be wrong to meet the problem by imposing any sort of control, as it would be impractical to enforce, unjust to apply and an infringement of personal liberty".

However, the Ministry has just given an advance of $11,200 to a firm of management consultants which will be visiting American universities to encourage British graduate students to return to the United Kingdom.

The British Government can probably be expected not only to maintain its present tight hold on the economy but also to introduce new directives to the business community or to any other segment of the British public if it feels such steps are necessary to increase national economic stability.

Many businessmen expect the Government to ask for a more permanent grip on prices and incomes, to resist every effort to go back to overfull employment and, in general, to continue its "pausing now, but growing later" formula through most of 1967.

Some industrialists are hopeful that by mid-summer, the Government may take its foot off the economic brake, so that 1967 does not repeat the performance of 1966, which saw a national growth of only ½ to 1½%, only a slight upturn in consumer spending, unemployment between 2 and 3%, and uncertainty over the course ahead.

Planning formula

Consequently, many private companies are proceeding on a forward planning formula of plus or minus 10% from 1966 levels of activity.

To the American exporter, this means a climate somewhat more clouded than in recent years, and one requiring greater sales effort. It envisages a more selective British buyer looking for assured quality and better service.

It forecasts greater sales potentialities in machinery, electronics, electrical equipment and other capital goods items which Britain must buy to grow, but perhaps a more hesitant market for many consumer items.

If the British Government has its way, 1967 will also see a tougher Britain, with prices more competitive because of prices-income control, and industry more streamlined, and with exports further encouraged by growing Governmental assistance.

India will buy U.S. equipment with $132 million loan

India's efforts to grow more food and spur economic development will receive a $132 million boost from the U.S.

The Agency for International Development loan will finance the purchase of American fertilizers, pesticides, agricultural equipment, machinery, iron and steel, chemicals, pharmaceuticals, and other essential commodities.

Licensed Indian importers will buy the materials and equipment from U.S. suppliers with credits established by the loan. The materials and products will be used by Indian farmers and businessmen to stimulate agricultural and industrial production.

U.S. credits made available to India this year for purchase of U.S. commodities now total $382 million.

U.S. assistance programs support Indian economic policies and programs designed to strengthen and accelerate development. Agricultural production now has top priority and private investment is being encouraged in fertilizer, chemicals and other industries. Import restrictions also are being reduced.

In addition to commodity loans, the U.S. provides credits for specific projects, and technical assistance in the form of U.S. specialists and training. Under the Food for Freedom program, sales of wheat and other grains for local currency provide additional funds for economic development, as well as furnishing food.

Free world assistance to India is coordinated through a consortium led by the International Bank for Reconstruction and Development (World Bank). Members of the consortium, besides the United States, are the Federal Republic of Germany, the United Kingdom, Japan, Italy, Canada, France, the Netherlands, Belgium, Austria, and the International Development Association (IDA).

ATTRACTIVE NEW STORES are drawing more Greek consumers to the supermarket style of self-service shopping. U.S. firms can profit from this trend.

Greeks buy self-service

Three firms pioneer in introducing American marketing concept to Athens area

Three well-established Greek business firms—one dealing in pharmaceutical and two in foodstuffs—have pioneered in introducing self-service methods for marketing consumer products in Greece.

The Athen-Piraeus area, with the heaviest concentration of population (approximately 1,850,000 or nearly 23% of total population) became the natural testing ground.

The first self-service store was opened in 1960 and today the above three firms jointly control a total of 11 stores in carefully selected residential sectors in Athens.

Operators report a sustained increase in their volume of business and indicate that housewives and consumers in general have been receptive to the self-service method of buying their necessities, and are patronizing their stores.

The consensus of self-service store operators is that more sales outlets will be opened in outlying areas, especially along the main national highways.

The growth of the self-service concept is expected to be expedited by steadily improving Greek living standards, the fast growth rate of urban centers, growing demand for passenger automobiles by Greek families, and the acute parking problems created by heavy traffic congestion in downtown business sectors.

The self-service and supermarket business in Greece is still in its early stages of development and there is still much to be learned. American manufacturers of self-service and supermarket equipment (including packaging and processing machinery, labeling and pricing machines, wrapping machines and materials, accounting machines and materials handling equipment), as well as management and merchandising consultants qualified to provide assistance to self-service and supermarket operators, and consumer goods suppliers, should keep in touch with developments in order to take advantage of any opportunities that present themselves.

Opportunities for U.S. firms

Similarly, there may be American firms that might be interested in exploring existing opportunities for going into the Greek supermarket business, preferably in cooperation with Greek partners. These firms should send representatives on the spot to conduct a market survey of existing conditions and draw their own conclusions.

The three firms which have played the leading role to date in bringing the self-service supermarket concept to Greece are described below.

Two brothers, Demetrios and John Marinopoulos, well-known Greek druggists and producers of pharmaceuticals, were the first entrepreneurs to conceive the idea of opening a self-service store in Athens in 1960 and to seek foreign counsel and know-how in organizing a business of this type.

The two firms named above were established for the purpose of standardising and packing popular consumer goods such as food products of all kinds, toilet preparations and cosmetics, and wearing apparel by using modern methods and techniques, and then distributing them through a chain of sales outlets. These firms are now operating in equity partnership with foreign firms, including Printemps Prisunic (French), Felix Potin S.A. (Belgian), Societe Parisienne d' Achats en Commun Sapac, S.A.R.L. (French). The foreign firms provide technical and merchandising know-how, and Printemps has permitted the use of the Prisunic trademark.

The chain operates five stores. In view of this chain's business relationship with foreign firms, it is unlikely that it will consider offers for similar business cooperation from American firms.

However, it may prove to be in the interest of self-service and supermarket equipment manufacturers to acquaint this chain with the type of equipment they are in a position to supply.

This firm is a leading wholesale importer and distributor of foodstuffs, canned food products, alcoholic beverages, toilet preparations and fancy food products. This firm, established in 1952 as a general partnership, was later reorganized into a limited liability company (1956) and then a corporation (1963).

It is the exclusive sales agent for Greece for several leading U.S. suppliers of food products. It currently operates two self-service stores and has expansion plans under consideration.

A large food processing and packaging plant building, wholly-owned by the company, is nearing completion. Acquisition of necessary equipment for this plant will be staggered over a period of time.

Approximately 70% of products handled are imported goods. The firm's owners are broad-minded and progressive businessmen and may be considered as prospective buyers of U.S. supermarket equipment and management know-how.

This firm is owned by four brothers who inherited the business from their father. Long established in the grocery business, it handles food products exclusively (70% imported; 30% domestic).

Currently the brothers operate four self-service stores in Athens, of which one is in the heart of the city. It buys from wholesale importers.

The brothers may be inclined at a later date to consider cooperation with a foreign firm of management and merchandising consultants, or some other form of business arrangement with a view to improving their present set-up and applying more modern operating techniques to meet growing competition.

Industrial growth paced strong 1966 showing by Greek economy

Growing trade deficit, lagging farm incomes cloud outlook; U.S. market share grows, but sales of capital goods dip

The Greek economy put in a solid performance during 1966, led by a strong increase in industrial output. On the other hand, the slim parliamentary majority of the Greek Government forced much-needed reforms and improvements to be put off. The Stephanopoulos Government fell on Dec. 20, and new elections are scheduled for May 28.

Despite the importance of the May elections there has so far been no sign of economic panic in the always turbulent pre-electoral period—gold and foreign exchange are not being hoarded; prices have remained stable; the economic indicators are steady. As the campaign intensifies this may change, but the present economic calm is noteworthy.

Preliminary data on the achievements of the Greek economy in 1966 reflect a basic steadiness, but also clearly highlight some troublesome weaknesses.

Greece's trade deficit rose 7% last year to a whopping $750 million, but increases in capital inflow and earnings from shipping, tourism, and emigrant remittances permitted Greece to increase its reserves of gold and foreign exchange by $20 million.

Gross National Product increased by 8.2%, led by an increase of 14.6% in industrial production. Growth in the heavily subsidized agricultural sector continued to lag, however.

Foreign private investment showed a slight increase, but productive investments (as distinguished from housing, real estate, and similar areas) declined by 20%.

Private bank deposits more than doubled during the year, but the consumer price index rose by a worrisome 5%.

Total imports were up 12% to $1,153 million. This rise was primarily the result of a 24% increase in purchases of consumer goods. Capital goods were up 8%, compared with a rise of more than 26% in the previous year, reflecting a slower pace of industrial development.

Opportunities for U.S. exports remain abundant. However, certain factors will work against a large expansion of Greek imports from the U.S. in 1967. The chief ones are: growing competition from the Common Market countries, as Greece progressively lowers its tariff for EEC products; elimination of AID credits for projects in Greece; and the gradual completion of the major industrial projects which have been prime customers for U.S. goods and services.

U.S. market share up

In the first eleven months of last year, Greek commercial merchandise imports from the U.S. increased to $124 million, from $107 million during the same period of 1965. About $29 million of these purchases were financed with U.S. Government funds. The U.S. share of the Greek market increased from 10% during Jan.-Nov. 1965 to 11% in the same period of 1966.

The most adverse trend in U.S. exports to Greece was in sales of capital goods, which declined 17.8% to $46 million, even though Greece's total imports of capital goods rose about 8% to $249 million. The increase was supplied mainly by the EEC (up 16%) and, on a smaller scale, by the Soviet group (up 20%).

U.S. exports fared better in other categories. U.S. sales of raw materials were up 39% to $51 million, manufactured consumer goods were up 38% to $52 million, and foodstuffs were up 18% to $59 million.

Greece's total export earnings during 1966 were up 21.8% to a total of $403 million. Increases were registered in all categories, but the most encouraging trend was in exports of industrial products, up more than 80% to account for a record 16% of Greece's total export earnings.

Total U.S. imports from Greece were up 29% to over $66 million. The increases were mainly in tobacco, cotton textiles and yarns, wines and other beverages, raw cotton, furs, sponges, and olive oil.

Net invisible earnings during 1966 were up 16% to a record level of $487 million.

New industrial units

A sizable portion of the overall increase in industrial production resulted from the output of new industrial units, particularly the Esso-Pappas refinery and the Pechiney aluminum smelter.

U.S. technology is needed in everything from livestock production to electric power production to tourism. Regarding the latter field, Greek businessmen will be invited to attend the Department of Commerce TOUREX/67 exhibits in Munich, Germany (Sept. 15-24) and Belgrade, Yugoslavia (Sept. 28-Oct. 4).

YUGOSLAVIA

Reforms are paying off

Government may allow foreign private capital to play a development role

The introduction of several economic reforms during 1966 helped the Yugoslav economy achieve a sharp increase in export earnings of convertible currency, record returns from agriculture, and increases in both gross national product and industrial productivity which surpassed their targets.

In the latter months of the year, however, some inflationary signs appeared even as industrial production lagged. Wages began to rise faster than productivity and retail prices, which had held nearly stable, moved slowly upward.

Unforeseen investment and budget expenditures also contributed to demand pressures building up during the last quarter.

Trade prospects have been enhanced by the import liberalization measures which took effect in January, affecting roughly half of Yugoslavia's imports. In addition to the hard currency made available under this law, the foreign exchange supply from other sources of many Yugoslav enterprises is also steadily improving.

Agricultural producers, for example, have substantial hard currency holdings after exporting part of this year's record harvest, and are seeking equipment. The tourist industry, a strong foreign exchange earner, also offers many good sales possibilities.

Priority projects are planned to develop the mining, mineral and metal-processing industries, transportation, electric power and chemicals. The accent, as usual under the reform, is on modernization of existing facilities rather than new plants, and industrial enterprises are encouraged to merge and pool facilities to achieve more economical production.

The much-discussed possibility of participation by foreign private capital in Yugoslav economic development was being examined by the Yugoslav Government in concrete terms as 1967 began.

Does it work?

The question most frequently asked by visiting American businessmen about the Yugoslav economic reform is, "Is it working?" Taking into account the results achieved by the end of 1966 and steps planned for 1967 to allow market forces increasing free play in shaping the growth and direction of the Yugoslav economy, the answer is, "Yes, in general it is working."

Observers are agreed, however, that the year 1967 will in many ways be critical to the success of the reform. The Yugoslav economy in the last quarter of 1966 was stimulated by record successes in agriculture and tourism and increased production in several of the producing industries, notably petroleum, chemicals and electric power. Lags in other areas, however, held overall industrial production to a disappointing increase of only 4.3%.

Increased workers' wages, swollen farm income and a rise in investment pushed up prices and threatened to start a new round of inflation. In efforts to counteract the impending inflation, commercial credits were frozen at the December level. The ceiling on interest rates was raised, placing a premium on credit, and the commercial banks were given increased authority over its allocation.

Business enterprises, as founding members of these banks, are acquiring a stronger voice in their affairs and can be expected to call for credit policies more directly responsive to the needs of the business community.

Consumer credit, while declining, is being gradually transferred to the retail sales organizations, which can be expected to channel credits into areas of adequate rather than short supply, restricting its effect on prices.

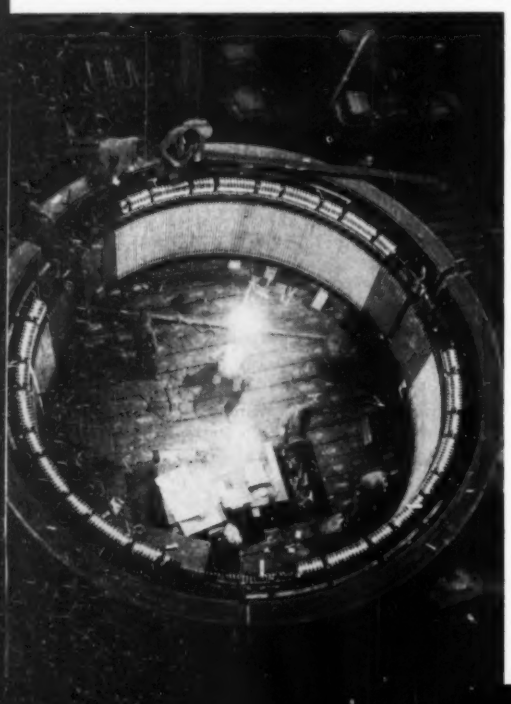
Bottlenecks are recognized in both the commodity and money markets, and efforts are being made to encourage more efficient distribution of goods, without regard to internal boundaries and to relieve congestion at the factories. Banks are also being encouraged to extend their activities throughout the country to faciliate a smoother flow of credit at the commercial level and create a sorely needed nation-wide money market.

Increasingly, too, the influences of the international market are being introduced into the Yugoslav economy. During the past year the Government made foreign currency available for imports of specific items where short supply or rising prices threatened to create a disequilibrium. Effective January 1, 1967, a wide range of imports will be "liberalized;" i.e., hard currency will be made available for their import: (a) freely, against payment in dinars, (b) conditionally, against the import of a specified amount of similar goods under clearing arrangements, and (c) on the basis of "global foreign exchange quotas" for the import of certain goods. Specifically, $35 million in hard currency has been earmarked for the import of consumer items.

Sales prospects

The major opportunities for expanding U.S. sales to Yugoslavia continue to lie in providing equipment for those industries being developed on a priority basis to improve Yugoslavia's position on the world market. The marked successes of agriculture and tourism in 1966 and the current plans in these industries for continuing investment and expansion confirm previous indications that they offer large sales potential.

Agricultural producers, following last year's record harvests and sharply increased exports, notably of corn, are in



YUGOSLAV WORKMEN INSTALL FIELD COILS of generator at a new power plant. (World Bank)

a strong financial position. A substantial portion of their resources are in the form of hard currency.

The Embassy has received many requests for the names and addresses of U.S. agricultural equipment producers. Farm combines cultivating tens of thousands of acres are seeking technical advice and machinery for completely re-equipping their farms, with prospective purchases running to the millions of dollars.

An 'investigate and purchase' mission of 20 Yugoslavs, representing the agricultural extension service, the (federal) Agricultural Bank, the Secretariat for Agriculture, chambers of commerce and several farms with a combined total of over one million acres under cultivation, plans to visit the United States in the spring to study new techniques and seek necessary equipment to increase and modernize production.

The cut-off of PL-480 sales of agricultural commodities to Yugoslavia, while placing short-term strains on the Yugoslav economy and balance of payments, has added new urgency to efforts to increase agricultural, especially wheat production.

The success of the Yugoslav tourist industry in 1966 throws the spotlight on expansion plans in this industry for the 1967 season and beyond. Three and one-half million foreign tourists visited Yugoslavia in 1966, spending a record $150 million, including transportation expenditures. In addition to these officially recorded earnings, a substantial but unknown amount of tourist-related foreign exchange found its way into the country unofficially; estimates range up to $80 million.

Tourist-conscious

In two or three years a national tourist-consciousness has grown up among Yugoslavs—not just a knowledge that foreign visitors are within their borders, but an awareness that the industry offers substantial possibilities to improve Yugoslavia's economic position in the world.

Great emphasis is being placed on 1967 as the International Year of Tourism, during which time the visa requirement for all foreign tourists has been eliminated.

Several major events are scheduled, including a world hunting and fishing exposition in Novi Sad in September, to attract the widest possible number of visitors to the country.

To meet the anticipated 25-30% increase in tourist bookings in 1967, an expansion of facilities totaling 60,000 new beds, divided more or less equally among hotels, camp grounds and private homes, is planned, for a total estimated capacity of 500,000 beds. Expanded air and rail service is also being planned to meet the demand. As in the past, the influx of foreign tourists is expected to place a strain on available facilities and there are already complaints that expansion efforts are not proceeding rapidly enough.

The target figure for foreign tourist income has been set at $200 million for 1967; by 1970, an optimistic $400 million.

Meeting these targets will require substantial investments in hotels, motels and related equipment for cooking and catering, laundry, dry cleaning, heating, air conditioning, refrigeration, ice-making and related items. Substantial support facilities will also be required to give the tourist more travel and recreational possibilities while he is in the country.

Improved road and rail transportation, including filling station and garage facilities, is a necessity, since the number of motorized visitors to Yugoslavia more than doubled from 1965 to 1966. Marinas, ski lifts, golf courses, swimming pools and waterfront equipment have been recommended to increase Yugoslavia's attraction to a wider range of visitors.

Beauty parlors and barber shops, photographic equipment and services, increased availability of western hard and soft drinks and tobacco products (some produced locally under license) can be expected to acompany the major expansion of Yugoslavia's tourist industry, and in time increased sales of western magazines, newspapers and other publications can be envisaged.

The U.S. Department of Commerce is mounting a TOUREX/67 exhibit in Belgrade from September 28 to October 4 to assist U.S. businessmen in topping this market (see *International Commerce*, Mar. 13 1967).

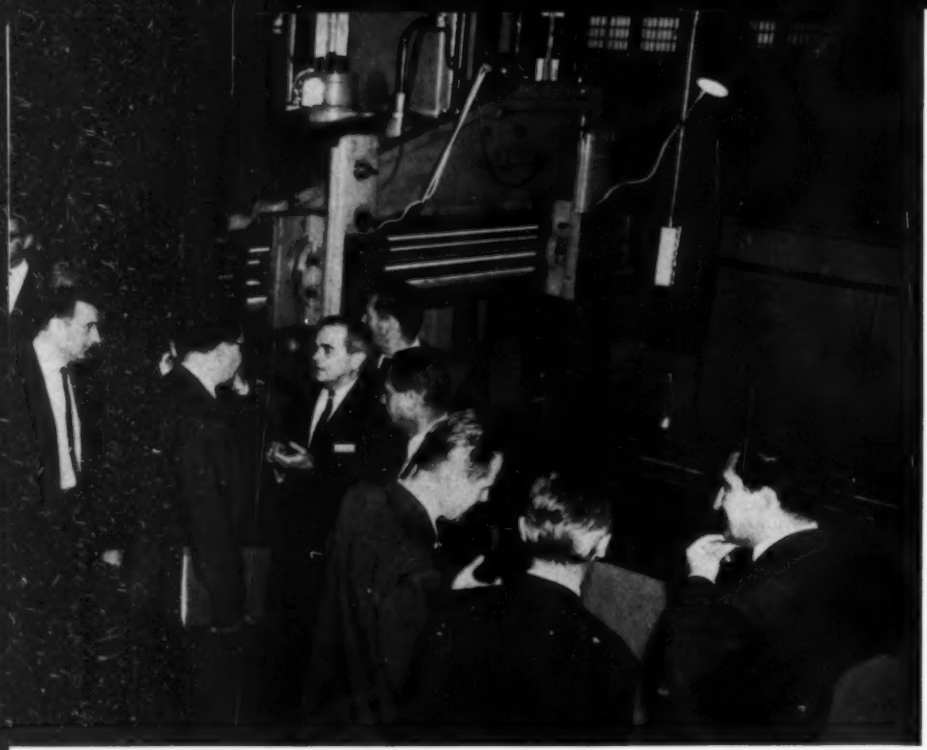
Yugoslavia's mineral resources offer the third major area of potential development. With large deposits of non-ferrous metal ores and non-metallic minerals, Yugoslavia has been a traditional supplier in these fields. Present estimates set Yugoslavia's reserves of non-ferrous metal ores at 130 million tons of bauxite, 290 million tons of copper, and 86 million tons of lead/zinc.

Mining and hauling equipment, flotation mills, and some processing plants are needed to eliminate bottle-necks and rationalize production of copper, lead, aluminum and other non-ferrous metals.

Construction is proceeding on a dam to provide hydro-electric power and site preparations has begun for the $150 million Titograd aluminum factory in Montenegro, which aims to produce 50,000 tons of aluminum and 200,000 tons of alumina annually. As previously reported, the Yugoslav Investment Bank has approved the project; foreign technical and financial participation is still being sought.

The Bor-Majdanpek copper mines and refineries, the largest in Europe, are con-

MORE MINING EQUIPMENT WILL BE NEEDED to help Yugoslavia eliminate production bottlenecks and rationalize output of copper, lead, aluminum and other non-ferrous metals.



MEMBERS OF U.S. TRADE MISSION discuss business prospects with Yugoslav officials during a plant visit. A recent report held that imports of foreign capital are consistent with Yugoslavia's economic system.

tinuing their modernization of extraction and processing facilities.

Other firmly planned areas of development include the chemical industry, electronics, petroleum refining and transporting (pipelines), and basic economic facilities, including electric power and transport. Work is to be resumed on the Belgrade-Bar railway to connect the interior with the natural harbor at the extreme south of Yugoslavia's Adriatic coastline—and with the Titograd aluminum complex.

The construction, long planned, of a highway, the "Magistrala," through Montenegro, southern Serbia and Macedonia, to link the Adriatic Coastal Highway with the main trunk route to Skopje and Greece, is being started.

Another milestone in the course of the economic reform was reached during 1966 with the gradual acceptance throughout the Government and business community of the notion that Yugoslav business enterprises may legitimately turn to foreign sources for capital as well as technical assistance to support their development.

Licensed or joint production arrangements with such firms as Phillips, Westinghouse, Fiat and Sulzer have been common for some time, but have in the past occasionally been regarded by the Yugoslav Government as something of a necessary evil.

Likewise, the possibility of foreign capital investment, raising as it does the Constitutional questions of workers' self-management and social ownership of the means of production, has made little progress in the past toward concrete realization, although it has been the subject of widespread speculation and comment for some time.

Two recent actions by the Federal Executive Council (cabinet) have clarified the position of the Yugoslav Government in favor of licensed or joint production with foreign firms and the importation of foreign private capital into Yugoslavia.

More favorable treatment

In October the FEC voted more favorable treatment for long-term co-production arrangements under the customs, foreign exchange and foreign trade laws. Among the benefits are reduced duties on components or materials brought into Yugoslavia for processing and eventual re-export, and permission for enterprises to retain 100% of hard currency earned through exports pursuant to such an agreement.

The effect is of course to make licensing and joint production arrangements with foreign firms highly advantageous to the Yugoslav enterprises, which are now actively seeking such arrangements. Foreign suppliers which have cooperation agreements with Yugoslav enterprises also enjoy a distinct competitive advantage over firms which don't have such agreements.

European firms are taking advantage of these competitive factors to win contracts in such fields as ship-engine building, electric locomotive construction, railroad switch, signalling and electrification, and color television, and a Japanese firm is reportedly arranging a similar operation in connection with a large electric power plant.

Early in January a Commission of the FEC, which had been studying the problem of attracting foreign capital investment to Yugoslavia, submitted its report to the cabinet. The importation of foreign capital, it said, is consistent both with the Yugoslav economic and social system and with further development under the economic reform, and ought to be encouraged under appropriate safeguards. These would include a maximum limit of 50% foreign participation and review of all agreements by some central authority.

The report advocates that official supervision, close at the beginning, should gradually decrease as Yugoslav enterprises gain experience in this new area.

The Commission recommended that laws and regulations, already in preparation, be completed in time for enactment during the first half of 1967. There is thus reason to hope that 1967 will see the adoption of enabling legislation on this subject.

Foreign trade

Yugoslavia's total foreign trade in 1966 increased 18% over 1965. Although total imports rose faster than exports, sales to convertible currency countries increased at a higher rate than purchases from these countries. Thus, although the total trade deficit rose sharply from 1965, the hard currency portion remained within anticipated earnings from invisibles.

Exports to all countries in 1966 totaled $1.22 billion, a 12% increase from 1965; imports, however, rose 22.3% to $1.57 billion, leaving an over-all deficit of $353 million.

Within these totals, sales to the convertible areas were up 27% to $693 million; imports rose 19% to $883 million. The resulting trade deficit of $190 million with the convertible countries is expected to be covered by income from tourism and other invisibles.

Italy was Yugoslavia's leading trading partner, despite tariff problems concerning meat, Yugoslavia's leading export to Italy; exports and imports, in approxi-

mate balance, totaled $342 million. The USSR was next with $341 million consisting of Yugoslav exports of $194 million and imports of $147 million, followed by the United States ($274 million) and the Federal Republic of Germany ($269 million).

Exports to the United States reached a record $74.9 million, a 21% increase from 1965. Imports from the U.S., which included substantial PL-480 sales of agricultural products under long-term dollar credits, amounted to $199 million, up 5%.

The barring of further PL-480 agreements with Yugoslavia by Congressional action in October will probably result in marked reduction of total imports from the United States in 1967. Also as a result of the cut-off, Yugoslavia must seek other ways of making up an 800,000-ton wheat shortfall during the current marketing year, with the anticipated shorter term of repayment placing additional strain on the balance of payments.

Yugoslav enterprises engaged in export-import business or representing foreign firms, which have in the past been limited to performing one of these operations to the exclusion of the other, moved to take advantage of new legislation allowing a single enterprise to conduct both activities.

Importers are seeking to represent suppliers of some of their most successfull lines, and agents are seeking import licenses for certain of their clients' products. American firms considering representation in Yugoslavia will want to take account of this new situation.

Prompt action

The extensive liberalization of imports announced for January 1, 1967, made prompt action imperative in order to prevent inflation-produced drains on Yugoslavia's hard-won foreign exchange reserves, which were officially reported at $194 million late in 1966.

By the end of the year a number of measures were announced to take effect in 1967:

► Consumer credits, on the decline for several months, are to be further restricted, with retailers gradually replacing banks as sources of credit, in an effort to direct credit buying towards products in good supply rather than driving up the prices of scarce items;

► Credit buying, which accounted for 16% of retail purchases in 1964 and 9% in 1965, was responsible for only 4% of retail sales in the latter months of 1966. Commercial credits were frozen at the December level and the maximum interest rate raised to 10%, with the aim of limiting the use of scarce, expensive credit to high-priority purposes;

► Another important step toward financial stability, to be undertaken early in 1967, is the revaluation of the fixed assets of all business enterprises. Most capital assets are greatly undervalued on the basis of present replacement costs, and revaluation is urgently required to assure adequate allocations for amortization of equipment.

The importance of holding down investment, emphasized continually in 1966, will continue to be a major theme in 1967. President Tito in his year-end review of the economy stressed the priority of modernizing existing facilities; only the most essential new projects, such as the Belgrade-Bar railway, can be justified, he said. Total 1966 investment, nominally up 14%, reportedly showed a real increase of only 1% over 1965.

Industry

Industrial production increased 4.3% from 1965 to 1966. While Yugoslav authorities have deliberately sought to damp production increases below the overheated 1963 and 1964 rate of 16%, it had been hoped that 1966 would approximate the 8% increase of 1965.

Authorities have said, however, that they consider it acceptable under the special conditions of this first stage of the economic reform. Industrial growth for its own sake has been subordinated to the objectives of stability in the economy and efficient, higher-quality production to compete with foreign products, both in the world market and in the increasingly liberalized marketplace at home.

The 1966 increase represented a 7% rise in labor productivity, but drew criticism for relying too much on curbing employment rather than on increased plant utilization. With Yugoslav industry facing even more insistent pressures toward economical production in 1967, however, planners have indicated they will continue to be satisfied with a modest increase in volume of production during the coming year.

The petroleum industry showed the greatest percentage rise in 1966 with a 19% increase over 1965 production, followed by chemicals (14%), electrical energy (10%) and foods (9%). Paper, textiles and rubber each increased production 8%.

Total agricultural production in 1966 recorded an 18% increase over 1965. Favorable weather conditions, continuing through the fourth quarter, assisted the fall harvesting operations, which were completed in near-record time.

A storage problem was caused by the record corn crop (estimated at 7.98 million metric tons) coming on the heels of the largest wheat harvest in history.

Harvests in the coming year are not expected to equal the record crops produced under unusually favorable 1966 weather conditions, but efforts continue to bolster production through increased mechanization.

Social investment of funds in agriculture is expected to climb to 215 billion old dinars ($162 million) in 1967 from a dinar figure of 200 billion in 1966, and some $5 million in hard currency has been earmarked to finance the purchase of small tractors and machinery by private farmers.

Substantial exports, especially of corn, coupled with regulations allowing retention of a larger share of hard currency earnings, have strengthened the purchasing power of the large state farms and collectives, and their representatives are actively seeking suppliers of machinery.

New South African plan expects chemical sector to lead 1966-71 growth

South Africa's latest Economic Development Program for 1966-71 has recently been published and should interest U.S. exporters. This program, which is the third annual revision of the pioneer EDP plan released in 1964, projects an annual real increase of 5.15% in gross domestic product, and a 2.7% real increase in per capita income.

The largest expected growth in domestic demand during the period covered by the program is in the chemical sector, where the demand for such items as fertilizers, plastics, synthetic fibres and rubber, cosmetics, and pharmaceuticals, is expected to increase between 6.3 and 8.1%.

Other sectors expected to show large increases in demand are the minerals, paper and paper products, petroleum and coal products, electrical machinery and equipment, and motor vehicles.

On the trade side, 1971 imports are projected at $2,562 million, or virtually the same as in 1965. The most promising sectors for U.S. exporters, as outlined by the plan, appear to be in agriculture, miscellaneous chemicals, miscellaneous manufacturing such as scientific instruments, and machinery such as tractors.

A single reference copy of *Economic Development Program for the Republic of South Africa 1966-71* is available in the Africa Division, Dept. of Commerce, Wash., D.C.

Colombia revises regulations governing trade and investment

Mar. 22 legislation in large part codifies existing rules; Government will exercise close control over foreign exchange

The Government of Colombia introduced new regulations governing international trade and foreign exchange on Mar. 22.

The new system, which in large part codifies existing legislation and regulations, provides for continued controls over foreign exchange holdings and transactions and for close regulation of foreign trade and investments. Foreign exchange priorities established under previous control measures remain in effect.

Legislation setting up the system is contained in Decree Law 444 and Resolution 13, both of Mar. 22.

Exchange rates

Two basic rates are established, the certificate rate and the capital market rate. The certificate rate began at 13.50 pesos per U.S. dollar but will be allowed to fluctuate on the basis of supply and demand of exchange certificates. Certificates of exchange will be issued by the Central Bank for purchase by individuals with certificate exchange obligations to foreigners and with approved exchange permits.

The capital rate will continue to be fixed by the Monetary Board and sold through the Central Bank as it has since last December. The present Central Bank selling rate is 16.30 pesos per dollar.

Money movements transacted at the certificate rate include receipts from public loans made abroad, foreign payments for Colombian merchandise exports (including coffee exports), payments covering merchandise imports, interest and amortization on private loans previously sold to the Central Bank, and interest and amortization on public loans not paid from the national budget.

Payments covering interest and amortization payments for public loans paid from the national budget will be made at a fixed rate of 13.50 pesos per dollar, which is the rate that will be used for valuation of international reserves regardless of fluctuations in the certificate market.

Transactions permitted in the capital market include Colombian receipts from services, from private loans, and from gold sales. Payments made in the capital market include those for freight, services, foreign capital remittances, interest and amortization on new foreign private loans, interest and amortization on private loans registered through the free market before September 1965, and interest and amortization on loans brought into Colombia through the free market between September 1965 and November 1966.

In the petroleum and mining industries the capital rate of 16.30 pesos per dollar will be used for foreign currency imports covering mining and transformation of minerals, exploration of petroleum under third party service contracts, construction of refineries and oil and gas pipelines, and to pay for river transport of crude petroleum.

The so-called 'petroleum' rate of 7.67 pesos per dollar will be used to cover costs of petroleum exploration by concessionaires, petroleum exploitation expenditures, costs of transportation by pipe line, operation of pipe lines, transportation and distribution of liquid petroleum gas, and all payments of taxes, royalties, and fees. Purchases of crude petroleum for refining in Colombia will be permitted at nine pesos per dollar.

The coffee exchange rate is abolished. Exporters will now receive the certificate market rate, but a 26% export tax collectable in foreign exchange is imposed to replace the old coffee differential. Beginning in July 1967 and continuing until the end of 1968 the tax is to be reduced 0.25% monthly. An amendment provides for more rapid reduction if Colombia's fiscal resources permit or the world coffee market makes it desirable.

Exporters of products other than coffee, petroleum, and hides will receive tax credit certificates equal in value to 15% of their export sale. Such certificates are freely negotiable and can be used for payment of taxes for up to one year after issuance.

In addition, an export promotion fund under Central Bank administration is to be set up through the establishment of a 1½% tax on the c.i.f. value of imports.

Import controls

The present system of complete licensing controls and prior import deposits is retained, but provision was made for gradually reinstituting the system in effect prior to Nov. 29, 1966, which consisted of items on prohibited, prior license, and free lists. The Import Board is given authority to determine items on each list.

Provision was made for formulating a calendar for imposing initial controls for protection and subsequent reduction to stimulate efficiency. All imports are made at the certificate rate of exchange.

Deposits held abroad by Colombian residents must be sold to the Central Bank or invested in a new 6% dollar-denominated bond (payable in pesos) to be issued by the bank. The time period for such sale or investment is to be designated by the Monetary Board.

Foreign investments

Capital may continue to be brought into Colombia as cash or machinery and equipment, subject to approval by the National Planning Board and registration with the Exchange Office. Additional capital investment, reinvestment of profits, and remitted capital and profits must also be registered. Registration of capital gives investors the right to remit profits abroad and return capital.

The remittance of profits earned on foreign investment may not exceed 10% per year of the net value in foreign currency of the investment. The net value of the investment is calculated as the capital initially invested, additional foreign investment, and reinvestment of profits eligible for remittance.

The Government may authorize higher percentages of remittance in special cases to stimulate investment in specific areas.

If profits are not remitted to the full extent allowable in any period, the difference may be remitted in later periods up to an additional 3% per year. Investors of foreign capital may choose to reinvest, with the same rights enjoyed by initial capital, remittable profits which have not been remitted.

Foreign capital properly registered and invested before June 17, 1957 need not

be registered again, but foreign capital invested after that date must be registered with the Exchange Office in order to remain eligible to remit profits and capital.

The capital market rate applies to all capital investments.

Foreign loans must continue to be registered with the Exchange Office. The capital market rate generally applies to loans except for those brought in and registered at the old intermediate rate and those made to finance imports, which are permitted to use the certificate rate.

Loans obtained through the free market between September 1965 and November 1966 must be registered and will be serviced through the capital market. However, a surcharge of 15% of the value of the payment will be charged on them.

In general, government supervision of the petroleum industry and investment therein was tightened, but no major modifications were made on existing practices. Investments by foreign capital in mining and minerals require the approval of the National Planning Board and the Minister of Mines and Petroleum.

These changes should be entered in OBR 66-2 *Foreign Trade Regulations of Colombia,* and in OBR 66-22, *Establishing a Business in Colombia.*

Dutch provide incentives to firms locating in Limburg, and three northern provinces

The Netherlands Government has announced that it will provide additional financial aid to industries planning to establish in Limburg Province, the three northern provinces, and certain other parts of the country where unemployment is high.

The measures, which apply equally to domestic and foreign firms, are designed to solve structural problems in these areas by making investment more attractive.

The types of financial aid include: investment premiums of 25% of the value of fixed assets, to a maximum of three million guilders ($828,000); state participation in new enterprises; interest subsidies to a maximum of 3% on medium- and long-term loans; financial guarantees, and special facilities for the establishment of enterprises in the services sector.

The financial guarantees and special facilities were previously in force in Limburg Province.

Indonesian envoy stresses nation's needs, chances for private firms to aid development effort profitably

New Ambassador to U.S. praises attitudes of Western nations; outlines new regime's measures designed to end economic chaos

The newly appointed Indonesian Ambassador to the United States, H. E. Suwito Kusumowidagdo, has called on U.S. businessmen to consider investing in Indonesia. At a recent meeting sponsored by the American-Indonesian Chamber of Commerce in New York, he discussed Indonesia's economic problems and urged Chamber members to lend a hand.

While Indonesia stands ready to help itself, the Ambassador stated, it must do this through international cooperation, on the basis of mutual trust and respect. He also suggested that the United States and Indonesia "discover or rediscover each other" through tourism, commerce, and industry.

The Ambassador talked about the new political order and said that the present government under General Suharto has wide popular support and will be able to carry through the difficult economic reforms it has undertaken.

The present government inherited a state debt of more than $2 billion. The Ambassador indicated that, at the end of June 1966, arrears in payment on that debt totaled $296 million. He said that Indonesia's major western creditors, meeting in Paris last December, showed much understanding and goodwill in respect to Indonesia's economic situation.

At that time, France, Germany, Italy, Japan, the Netherlands, the United Kingdom, and the United States, agreed that Indonesia's debts to these governments already in arrears or falling due between July 1, 1966, and Dec. 31, 1967 could be completely postponed for five years (until the end of 1971) and the total amount, both principal and interest, could be repaid during seven years thereafter.

Debts to private creditors unguaranteed by their respective governments and debts of less than 180 days term were outside the purview of the general agreement.

During this badly needed breathing spell, the Ambassador stated, Indonesia intends to work hard on a carefully planned economic program.

Rigid state control of the economy is gradually giving way to a new economic order which places greater reliance on market forces. Private enterprise is being afforded more opportunity and state enterprises will have to compete in the market under the same conditions that govern the operation of private firms.

The large budget deficits of the previous government—the cause of the runaway inflation—are being eliminated. The 1967 budget has been reshaped into a reasonably balanced budget through curbing government expenditures, abandoning non-productive prestige projects, and revising the tax system to increase revenues.

The government's new austerity program includes a strict but well directed bank credit policy.

A realistic exchange rate has been established for Indonesia's currency which, the Ambassador pointed out, would provide a proper link between the domestic and international economy.

The Ambassador also stressed the opportunities under Indonesia's new foreign investment law for investors to cooperate with Indonesia under favorable terms in developing the nation's rich natural resources. These include minerals such as oil, copper, nickel, bauxite, diamonds and gold; high quality woods and other forest products; and fisheries, now exploited at only an estimated one-tenth of their potential capacity.

Foreign capital may operate alone in Indonesia or in joint enterprises with private and government entities. In the latter case, there are no set provisions as to the proportionate share of domestic and foreign capital.

The government has the final say, however, as to where foreign enterprises can

operate, their field of operation, and the amount of capital required, in order to meet the objectives of the overall development program.

The Ambassador also drew attention to the recently concluded bilateral investment guaranty agreement between Indonesia and the United States. For projects approved by the two governments, this will enable American investors to operate in Indonesia with the assistance of guaranties by the Agency for International Development.

He stressed the importance of stopping the downward trend in Indonesia's export earnings, which in 1966 were only around half their 1951 level. To increase the output and quality of export commodities, the rehabilitation of Indonesia's infrastructure, especially various kinds of transport, is a priority requirement.

The Ambassador expressed appreciation that sympathetic governments such as the United States are making available loans on soft terms to enable Indonesia to procure the imports needed to rehabilitate the economy. His government, the Ambassador feels, is trying to contribute its share by helping to stabilize the Southeast Asian region. It has ended its confrontation with its neighbor. Malaysia, and has rejoined the International Monetary Fund, the United Nations, and has joined the newly-formed Asian Development Bank. Its re-entry into the World Bank is expected shortly.

The Ambassador also pointed out that he recently signed for Indonesia the international agreement on the peaceful uses of outer space.

Especially, his government expresses its goodwill toward private U.S. business willing to help with Indonesia's development. For those desiring to cooperate, the Ambassador stated, arrangements can be made which will be mutually beneficial.

India's new law expected to increase oil meals for food; sets standards

India authorized recently the use of domestic solvent-extracted oil for human consumption. Only imported solvent-extracted oils had previously been permitted for edible purposes.

The new regulation is expected to result in an increase in the supply of vegetable oil and in more profitable use of oil meals for food in India.

The new government order lays down standards for oils and for the solvents used in their extraction. It also provides for the licensing by the Directorate of Sugar & Vanaspati, Ministry of Food and Agriculture, of new and existing producers.

Only fully refined oil may be sold for direct human consumption; raw or semi-refined oil may be sold only to processors engaged in the manufacture of vanaspati (hydrogenated vegetable oil), refined oil, or other oil-based industrial products.

India extends fertilizer incentives to end of year

An extension of concessions to attract foreign investors into fertilizer production has been announced by Indian Minister of Petroleum and Chemicals, Asoka Mehta. Effective originally for new producers holding industrial licenses issued up to March 31, the concessions now cover fertilizer projects licensed through Dec. 31.

The incentives include:

- A seven-year holiday from price and distribution controls after the start of commercial operations.
- Permission for foreign majority shareholding in new private ventures.
- Government assurance of assistance to foreign investors in obtaining necessary rupee capital if private Indian investors cannot be found.

The nine-month extension indicates the new government's determination to continue policies which would encourage growth in the vital agro-industrial sector in view of India's goal of self-sufficiency in food production by 1971.

Several U.S. companies are negotiating with Indian interests for the establishment of fertilizer plants in India and others have expressed interest in such ventures.

Italian export credit insurance increase due to government guarantees

Italian Government guarantees on 1966 export credits more than doubled the amount of guarantees extended to Italian exporters in 1965.

In 1966, Government export credit insurance, covering 807 transactions, totalled $808 million (approximately 10% of the total value of Italian exports for the year). The 1965 guarantees totalled $349 million for the eligible 511 transactions.

The annual coverage has been rising steadily since the basic law on export credit insurance was passed in December, 1953. For the ten-year period 1953-63, export credit guarantees totalled $1,429 million, covering 1,700 transactions.

Investment incentives under new Belgian law to benefit many regions

Implementing legislation, making effective the July 1966 investment incentive law (see INTERNATIONAL COMMERCE Nov. 28, 1966), was recently passed by the Belgian Parliament and entered into force on Feb. 21.

Although the EEC Commission, when considering the program for approval, had expressed concern over its wide geographic application, the list of regions eligible for benefits under the incentive law is the same as originally proposed.

No investments under the new program have been announced as yet, but Belgian officials indicate that a large number of projects are under consideration or in the negotiating stage. One project reportedly involves an investment of 5 billion francs ($100 million) which will be granted an interest subsidy of 5 percentage points for two years on one-half the total capital.

Iraq bans imports of wide variety of consumer goods

The Iraqi Director General of Imports and Exports has announced the banning of a large number of imported items, primarily consumer goods that are either manufactured in Iraq or are non-essential.

The list of banned goods includes evaporative air coolers; used earthmoving, road, bridge and agricultural machinery; used trucks and buses; lubricating oils other than greases and brake and axle oils; household kerosene water heaters; tobacco; nylon fishing nets; and steel welding wires.

The Director General also stated that $336 million has been tentatively allocated for imports in 1967, about $28 million below the 1966 total.

Information on specific items prohibited may be obtained from the Near East-South Asia Division, OIRE, Bureau of International Commerce, U.S. Dept. of Commerce, Wash., D.C. 20230.

Jordan paper plant opens

A new paper plant, Jordan Paper Industries, located near Zerka, was inaugurated on Jan. 2. The plant has a daily capacity of 25-30 tons, depending on the type of paper produced. The firm has a capitalization of $1.4 million, one-fifth having been subscribed by the Government of Jordan.

The company plans to add other equipment in order to produce a full range of paper products, locally and for export.

Eight French firms seek U.S. licenses to produce products for industrial use

Range of items sought runs from grain drying facilities to various equipment for aeronautical purposes

Eight French firms are seeking U.S. licenses to produce various products for industrial use. The range sought in products runs from grain drying facilities to a complete line of aeronautical equipment which is related to a Paris manufacturer's present line of parachutes, aeronautical clothing and aircraft arrester nets.

U.S. firms may write directly to the firms regarding their proposals.

• A Paris manufacturer of parachutes, a complete line of aeronautical clothing and aircraft arrester nets seeks licenses to produce related aeronautical equipment. The diversified French company also makes all types of shelters that can be transported by air, trailers and semi-trailers with special suspension systems, special purpose vehicles, antennas, aerials, mobile ramps for rocket launching and such pneumatic safety equipment as life vests, life rafts and stretchers.

Founded in 1927, the Paris concern is capitalized at $960,000, has about 550 employees and reports annual sales of $8 million. The company operates three manufacturing facilities, including a 100,000 sq. ft. plant at Gennevilliers. The firm's sales territory covers France and other European countries.

Interested U.S. firms can obtain further information about this opportunity by contacting: Aerazur, 58 Boulevard Gallieni, 92—Issy-les-Moulineaux, France. WTD.

• A French importer and distributor of office equipment seeks licensing rights to make equipment used by offices that handle and file documents produced by computers.

Founded in 1946, the French firm until recently manufactured accounting machines and now has available plant space for manufacturing under license.

The firm is currently importing paper-cutters, carbon extraction machines, cameras, developers, microfilm recorders, special typewriters and drawing tables. It employs 32 plus 15 salesmen.

Write: Technicomer—Societe Technico Commerciale des Machines Automatiques Modernes, 4 Place de Valois, Paris 1er, France. WTD.

• Established in 1956, this manufacturer of electric motors of less than 1 HP, precision gear motors, servomotors and electrical ventilation machinery seeks a license or similar arrangement to make additional products in these fields.

The French concern is interested in producing under license electric motor laminations similar to those made by Haddon Tool, but with 9 or 11 slots instead of 12, and more or less the same OD and ID. It also wants to make commutators, brushes, magnets for small, fine DC motors, washers and retaining rings for servomotors and complete motors or fans complementary to its own line of products.

In addition, the French company wants to expand a recently established subcontracting operation for U.S. firms in such areas as winding electrical motors, precision machining, gear cutting and various tooling activities.

The company has about 50 employees, plus 5 traveling salesmen in France and 8 representatives covering other European countries. It reports that 1966 sales reached $400,000.

Interested U.S. manufacturers can obtain additional information by writing Societe Francaise de Moteurs a Induction (S.F.M.I.), 236 Avenue d'Argenteuil, 92-Asnieres, France. WTD.

• A manufacturer of metal structures, hoists, handling equipment and fabricated elements for boiler works seeks licensing arrangements with U.S. firms. The French company wants to produce metal building components, hoists and handling equipment and sections for boilerworks. The company would also be interested in representing U.S. manufacturers of the above products.

Established in 1947, the French concern has 100 employees and markets its products throughout France and in other European countries.

To obtain additional details **write:** Marcel Lefort et Fils, 61 rue Carnot, 59-Rosendael, France. WTD.

• A Paris firm specializing in the production and distribution of products for the aeronautics industry seeks a license to manufacture such electro-mechanical precision equipment as sequence and program automatic devices for aircraft, nuclear, space and other fields.

The French concern produces automatic pilots, bomb launchers, various electrical weapon firing controls and components for systems to carry missiles and rocket launchers.

The firm's plant occupies a 237,000 sq. ft. site with 108,000 sq. ft. of floor space. Production facilities include a well equipped machine, sheet metal and electrical spooling and wiring shop, plus a protective treatment and vanishing bay and heat treatment ovens. An inspection department equipped with hardness testers, tensile testing machines, a magnetic crack detector and a shadowgraph is an integral part of the operation.

Founded in 1900, the Paris concern is capitalized at $400,000 and reports annual sales of $4 million. It has approximately 400 employees and distributes its products on both the domestic and export market.

To obtain additional details interested U.S. firms should **write:** R. Alkan & Cie, 29 Avenue Claude Vellefaux, Paris 10e, France. WTD.

• A manufacturer of paints, varnishes and printing inks seeks licenses to manufacture a broad range of special paints and varnishes. Included are paints for buildings, plastics, granular paints used in the protection of machinery, and special paints for the electrical, electronic and missile industries.

The French company was established in 1946 and has 50 employees, plus 10 traveling salesmen. Reportedly, 1965 sales amounted to $1 million. The firm states that it distributes its products in France, other European countries and Africa.

Write: Societe des Peintures et Vernis Marcolac, 41 Quai de Bonneuil, Saint-Maur, Val de Marne, France. WTD.

• A leading paint manufacturer seeks a license for the production of various grades and types of industrial paints. The French company is also interested in the purchase of paint making machinery.

The firm operates two plants in France and has approximately 260 employees, plus 100 traveling salesmen. It also maintains several warehouses and has 3 subsidiaries in Africa. Sales of $14 million are reported for 1965.

For further information **write:** Usines de la Seigneurie, 3 rue Meissonier, Pantin, Seine, France. WTD.

• A manufacturer of machinery and material for the transportation industry seeks a license to produce drying plants for corn, wheat and other grains. The French firm also wants to import such special machinery needed for these plants as thermostats and ventilators.

Established in 1947, the company employs about 35 people.

Interested U.S. manufacturers of grain drying equipment and related machinery can obtain additional details about this opportunity by **writing:** Entreprise Generale de Metallurgie, 12, rue de l'Eglise, 60-Villeneuve les Sablons, France. WTD.

Bombay producer seeks U.S. partner

A Bombay manufacturer of machine keys, builders' hardware and industrial machinery components seeks a joint venture to modernize and expand its machine tool operation. Particularly requested of a U.S. partner is technical assistance to enable the Indian company to mass produce machine keys, and possibly financial participation to be used towards the purchase of such automated equipment as grooving, keyway slotting and key seating machines. Reportedly, the Bombay concern is prepared to invest around $130,000 in the venture.

Established in 1958, the Indian firm currently manufactures 800 machine keys per day on two 8-hour shifts. It has approximately 60 employees. Equipment in the firm's 3,000 sq. ft. manufacturing facility includes milling, grinding, drilling and shaping machines. The Bombay company says that two major raw materials, mild steel and free cutting steel, are not available in sufficient quantities on the domestic market and it must import 70% of its requirements.

Plans call for distributing the anticipated increased production on the domestic market. There is, reportedly, a strong demand for good quality standardized machine keys by Indian industrial equipment manufacturers and the transportation, materials handling and refrigeration industries.

Interested U.S. companies can obtain additional details on this opportunity by contacting the Indian firm's authorized representative: R.D.R. Enterprises (RDR), Unique House, 2nd Fl., 25 Parsee Bazar St., Bombay 1, India. WTD.

Licenses offered by Norwegian, Dutch and German firms for U.S. production

Products offered include high pressure hydraulic lifts, waste heat steam boilers, heating systems, equipment for nuclear plants

Norwegian, Dutch and German firms seek U.S. licensees to manufacture and distribute their products for the U.S. market.

Products offered include electrical low temperature ceiling and surface radiant heating systems, apparatus for cryogenic plants, equipment for nuclear plants and the metals processing industry, waste heat steam boilers and high pressure hydraulic lifts.

To obtain additional details concerning these products and the names and addresses of the manufacturers, **write:** Office of International Investment, code 874, Bureau of International Commerce, U.S. Department of Commerce, Washington, D.C. 20230, referring to the appropriate File number assigned each opportunity described below.

• A German manufacturer seeks a U.S. licensee to produce its high pressure hydraulic lifts for automotive purposes.

The German concern makes two types of lifts, one designed specifically for Volkswagens, and the other developed to handle all other automobiles.

According to the company, its high pressure lifts have a number of advantages over the low pressure style. First, the driving power for high pressure lifts is 50% less than that for low pressure hoists. The fully hydraulic, high pressure lifts are powered by a pump unit with a two-gallon oil tank, which enables the operator to have precision control, lifting and lowering without jerking.

Installation is relatively simple and inexpensive, since the pump unit can be installed on the wall in most cases, and the necessary pipes can be laid above the ground, requiring no foundation. The pump unit is large enough to operate up to six lifts.

In addition, the manufacturer says the packing of the high pressure cylinder is inside the piston. The exterior visible piston is the guide piston. With this new type of packing there will be no oil leaks on the exterior piston and the mechanism requires a minimum of attention. **File 1496.**

• A Norwegian firm offers a license to a U.S. company to manufacture its patented electrical low temperature ceiling and surface radiant heating systems for use in homes, schools, hospitals, churches and public buildings.

According to the Norwegian manufacturer, its radiant ceiling heating system is normally intended for installation in new buildings as an integral part of the ceiling construction. It occupies no useful space and constitutes a decentralized form of space heating with individual room controls, and the heating elements located above the ceiling face.

The method of heating is by means of low temperature radiation from one major heated surface, the ceiling which imparts warmth to all other surfaces of the room. The result is a fully comfortable building with electricity drawn upon when and where the heat is required according to the conditions varying from room to room. In addition, the firm claims its system operates with a small thermal mass and as a radiant form of heating the distribution of warmth does not entail a strata of hot air in the upper unoccupied portions of rooms.

The Norwegian company has also designed both a radiant ceiling heating system, and a pew heating system for churches. In cases of vaulted churches, where a ceiling arrangement is impracticable, heating elements are mounted between a veneer board or hardboard and mounted with suitable thermal insulation on the backs of the pews themselves.

This arrangement provides a microclimate in the pew areas, in which the heating source is at a sufficiently low temperature to be virtually imperceptible to the occupants of the pews, but nevertheless provides full environmental comfort for each occupant. Reportedly, there is no wasteful heating of the main volume of air, and the stuffiness associated with hot air heating is avoided through the utilization of the Norwegian firm's system. **File 1497.**

• A large Dutch engineering firm seeks U.S. licensees to manufacture these industrial products:

Apparatus for cryogenic plants, such as vessels and pipe lines as well as for underground long range piping for liquid gases (O_2, N_2, etc.), distributing stations and storage tanks.

Parts of nuclear plants.

Equipment for the processing of titanium, hostelloy, zirconium, and nickel. Waste heat steam boilers for waste liquids.

The Dutch company also seeks U.S. firms to manufacture its slop-combustion steam boilers for installation in alcohol production plants. **File 1450-R.**

Dutch metalworking firm seeks licenses to make precision-engineered items

Founded in 1912, this Dutch firm is interested in obtaining licenses to manufacture precision-engineered products for the industrial and automotive fields, light to medium-sized advanced metalworking machinery, special industrial fasteners and new technical products for the automotive industry. The firm would also consider the importation of some of these items.

Over the years the Dutch firm's production program was operated on a subcontracting basis and has expanded to include the manufacture of machine parts, gasoline motor and diesel engine parts, grinding, milling and gear-cutting machines, measuring and dispensing pumps, metallizing units and industrial fasteners.

The firm also imports such components as miniature ball bearings, brake linings, Prym spiral pins and molykate lubricants. Its sales outlets are automotive parts wholesalers, bus and truck fleet operators, instrument manufacturers and government purchasing offices. An affiliate in Brussels covers Belgium and Luxembourg.

Firms interested in discussing licensing arrangements with the Dutch company should **write:** Enkes N.V., 60 Westvlietweg (P.O. Box 3004, Voorburg) Leidschendam. WTD.

Swedish firm seeks plating processes under license

A manufacturer and distributor of electroplating, plating and polishing products seeks licenses for an acid gold solution and duplex or triplex nickeling process.

Established in 1936, the Swedish company has about 8 employees, plus 4 traveling salesmen.

The managing director of the Swedish firm is prepared to visit the U.S. to discuss any interesting proposals made by U.S. firms in response to this announcement.

Write: Dowo AB Lundagatan 11, Solan, Sweden. WTD.

Singapore booklet details incentives

Liberal government policy lure to potential abroad

"What Singapore Offers the Investor" is the title of a newly released 28-page booklet of particular interest to U.S. firms contemplating investment in the Far East area. Singapore's Economic Development Board did the well-organized, handsomely illustrated publication. The booklet contains a wealth of hard information in concise form for potential investors.

Before detailing specific incentives designed to attract foreign investment, the point is emphasized that the Singapore Government's policy toward both foreign and local investors combines maximum assistance with liberal incentives. Foreign investors are free to organize their businesses in any way they want within the provisions of law, either as wholly-owned foreign subsidiaries or in some form of collaboration with local concerns.

Among the industrial incentives succinctly summarized in the booklet are tax exemption for pioneer industries, accelerated depreciation, tax concessions on advertising, tax exemption on interest on foreign loans, tariff protection, duty free import of equipment and raw materials and concessionary tax rates for non-residents.

A description of the industrial work force, including training programs and the availability of low-cost housing, is supplemented by two fact-packed pages of general information about the country.

There is no charge for the booklet. It is available at the recently opened Singapore Investment Promotion Center in New York, where firms contemplating investment in Singapore can get first hand assistance in their planning and prompt answers to their inquiries.

To obtain a copy of "What Singapore Offers the Investor," **write:** Mr. Joseph P. Bourdrez, Director, Singapore Investment Promotion Center, 219 East 49th St., New York, N.Y., 10017.

Belgian steel foundry wants U.S. license

A Belgian producer of all kinds of steel and iron castings as well as stainless and special refractory steel seeks a license to produce special steel castings for distribution on a large scale. The company has considerable experience in the manufacture of special steel and iron castings. Its production capacity is approximately 1700 tons of special steel per month.

Established in 1920, the Belgian firm operates a modern 10,475 sq. yd. foundry employing about 450 people. Reportedly, 1966 sales were $7 million.

Write: Fonderies Magotteaux S.A., Vaux-sous-Chevremont, attention Mr. H. Godfroid, Director-Manager General. WTD.

German firm wants license for water treatment items

A newly established German firm would like to negotiate some form of licensing arrangement with a U.S. company to manufacture water treatment equipment in West Germany. The agreement would preferably be on a percentage fee basis, the amount to be negotiated. Neither U.S. capital nor management participation is requested.

Up until recently, the German concern acted as the research and marketing department of a well known German manufacturer of water treatment equipment located in another town. Close ties exist between the new concern and its parent.

Write: Servo Wasserreinigerbau GmbH KG, 7419 Sirchingen/Wuertt., West Germany. WTD.

Brazilian piston maker wants U.S. participant

Located in a suburb of Sao Paulo, this manufacturer of pistons and piston pins for internal combustion engines seeks a licensing and technical assistance agreement or a joint venture with an experienced U.S. company.

Established in 1964, the concern has a 1,787 sq. yd. plant and 70 employees, plus 15 salesmen throughout Brazil. It distributes its products mainly in the reconditioning market.

Reportedly, the company is negotiating the purchase of a 79,000 square yard site in an industrial park near Sao Paulo for future plant expansion.

U.S. companies interested in exploring this proposal may wish to familiarize themselves with Brazil's Foreign Investment Law covering the remittance of profits. An English language copy is available at no charge by requesting "Brazilian Foreign Investment Law, Degree 55762" from OIRE, Bureau of International Commerce, Washington, D.C. 20230.

Write: EMBRA—Industria Brasileira de Embolos Ltda., Rua Isabel de Castella 33, Sao Paulo, Brazil. Attention: Mr. Carlos E. Uchoa Fagundes. WTD.

Belgium wants builders for runway construction

NATO invites eligible bidders to compete for materials needs

The Belgian Ministry of Defense is soliciting bids for a runway reconstruction project at Bierset Airport estimated to cost about $1,100,000. The project involves: demolition and reconstruction of 13,000 sq. m. of runway in asphalt concrete, with 15 cm. of surface and 45 cm. of rockbed; new surfacing of 15 cm. of surface and asphalt concrete for 76,000 sq. m. of runway; and demolition and reconstruction of 1,000 sq. m. of runway, 20 cm. cement concrete on rockbed. The project calls for 37,000 metric tons of total surface coating, 15,000 metric tons of stones and 500 metric tons of road concrete.

U.S. firms interested in participating must be certified eligible to participate in NATO International Competitive Bidding (ICB) and must register with the authority listed below, before May 2. Firms desiring to bid must also state to the authority that they are cleared to receive NATO Restricted Security Materials. All communications regarding this project should be addressed to: Direction Generale des Constructions, Section Planning Internationale, Caserne Major Geruzet, 294 Bd General Jacques, Bruxelles 4. Information about NATO-ICB certification and/or eligibility is available from the Trade Opportunities Staff, BDSA-624, U.S. Dept. of Commerce, Washington, D.C. 20230 (Telephone: 202-WO 7-4674).

West Pakistan has need for workshop supplies

The Dir. of Agricultural Engineering, Lyallpur, has issued a tender for the supply of various types of workshop equipment, including: automatic turret lathe, 250 mm. swing over bed; four capstan lathes, height of centers —8½"; four heavy duty radial drilling machines, drilling capacity—2"; four universal drilling machines, 1000x250 mm. table; 16 electric valve refacers; four line boring machines with 50" boring bar; 16 heavy duty bench grinders; eight pedestal grinders; four power hammers, 250 lbs.—8"; four 3-ton mobile cranes; four combination punch and shear machines; 16 gas welding sets; eight engine driven welders, 250 amp.; 16 AC welders 250 amp.; four salt bath furnaces, 18" dia. x 36" deep; four stationary forges, 1200 x 1000 x 800 mm. hearth; 34 manual puller sets; 166 pipe wrenches, various sizes; eight vulcanizing machines; 20 battery charges; four motor testers; 47 electric hand polishers; approximately 180 tool sets, various kinds and sizes; twenty 5 ton chain hoists, 47 hydraulic jacks; 20 micrometer sets; 20 depth gauges; and various other machinery needed to equip machine shops, welding shops, tractor and lorry shops, and auto repair shops. Bid deadline is Apr. 26.

Interested firms should submit quotations together with catalogs to the Dir. of Agricultural Engineering, Lyallpur.

Copies of the tender documents may be obtained on a short-time-loan basis, by firms domiciled in the U.S. only, from the Metalworking Equipment Div., BDSA-592, U.S. Dept. of Commerce, Washington, D.C. 20230.★ (Telephone: 202-WO 7-2723).

Tunisia invites bidders for school construction

Government cites need for secondary, college facilities

The Secretariat of State for Public Works & Housing is seeking bids for the construction of three schools which are to be built under an agreement recently signed between the Tunisian Govt. and the IBRD/IDA. The major facts concerning these three projects are as follows: construction of a middle and secondary school at Sidi Bou Zid, west of Sfax. Work is estimated at approximately $650,000. Bids will be opened 9 a.m., Apr. 21 in Tunis, and bidding forms are available from Mr. Kyriacopoulos, Architect, 9 Rue Kemal Ataturk, Tunis.

Next is the construction of the middle and secondary school of Kebili in southern Tunisia. Work is estimated at approximately $675,000. Bids will be opened 9 a.m., Apr. 25 in Tunis and forms are available from Mr. Kyriacopoulos, at the same address as above.

Final portion of the work is construction of the Women's Classical College of Rhallia Parc, first part of second phase. Work is estimated at $168,000. Bids will be opened at 9 a.m., Apr. 28 in Tunis and forms are available from Mr. Lagadowsky, Architect, 23 Rue de la Commission, Tunis. For all three projects, receipt of the bidding forms carries with it an obligation to submit a bid.

Malaysia asks suppliers for weather unit bids

The Malaysia Meteorological Services has issued Tender for supply of equipment for APT Weather Satellite Tracking System.

Bid deadline is noon May 10.

Bid should offer two pre-amplifier: 20 db min. gain, bandwidth 3 db/135-138 Mc band. Three Radio receivers single channel, freq. range 132-152 Mc, three crystals to be supplied with each receiver in the 135-137 Mc band one Facsimile receiver, picture size 8" x 8" drum speed 240 rpm. One Antenna and control console, 14 db gain circularly polarized isotropic antenna VSWR less than 1.5 to 1 one tape recorder, four track stereo 7½ i.p.s., and 150 feet 50 ohms coaxial cables.

Copies of tender announcement and specifications are available from the Dir. of Meteorological Services, Malaysia, Fifth Fl., Straits Trading Bldg., Jalan Leboh Pasar Besar, Kuala Lumpur, or on a short-term loan basis to firms located in the U.S. from the Electronics Div., BDSA-658, Rm. 4125, U.S. Dept. of Commerce, Washington, D.C. 20230. (Telephone: Code 202-697-2328).

Japan requests bidders for expressway project

Tokyo-Nagoya highway planned between capital, Shizuoku areas

The Japan Highway Public Corp. has announced the opening of international bidding for construction of Projects "K", "L", and "M" of the Tokyo-Nagoya Expressway, between Tokyo and Shizuoku.

Contractors with experience in expressway construction who are nationals of the member nations of the International Bank for Reconstruction & Development are invited to submit their bids. Prequalification documents should be submitted in time to reach the Contract Section, Procurement & Right-of-Way Dept., Office of the Kodan, 1-13, 1-Chome Shimbasi, Minato-Ku, Tokyo, before 4 p.m., Apr. 26. Deadline for bidding, after prequalifying, is June 5. Detailed instructions for prequalifying, bidding and a description of the work involved are available on a loan basis from the Building Materials & Construction Industries Div., BDSA, U.S. Dept. of Commerce, Washington, D.C. (Telephone: 202-WO 7-4272).

Kenya invites bidders on building equipment

Government plans construction of massive education complex

The Govt. of Kenya is seeking bids for the construction of 72 educational institutions, including 35 secondary schools, Forms I-IV, 10 secondary schools, Forms V-VI, 18 Teacher Training Colleges, and 9 Technical schools. (I.C. 11/28/66, under Planned Construction Projects.)

The facilities to be provided at each site differ, but consist in varying proportions of staff housing, tuition and boarding accommodations.

Interested contractors may obtain tender documents by forwarding an application to: The Permanent Secretary, Ministry of Works, P.O. Box 30260, Nairobi.

Colombia calls for bids on hydro-electric needs

The Empresa de Energia Electrica de Bogota (Bogota Electric Light Co.) is seeking bids for the design, manufacture and installation of nine single-phase transformers of 18/24 MVA OA/FA, 13.8/115 KV for the second stage of the El Colegio Hydro-Electric Power Plant.

Tender documents may be purchased from the Empresa de Energia Electrica de Bogota, Calle 13, No. 37-75 at a cost of $30.76 per copy. Financing of this equipment will be provided by the International Reconstruction and Development Bank.

World Trade Opportunities Continued to page 47

The firms and individuals in the following lists are interested in trade relations with U.S. businessmen. The commodities in which they have expressed interest are indicated by the numbers preceding the commodity classification. These numbers refer to the Standard Industrial Classification (SIC) Manual, which is available for $2.50 a copy from the Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402.

Every effort is made to include only firms or individuals with good reputations. However, the Department of Commerce cannot be responsible for any resultant trade relations.

The listing in INTERNATIONAL COMMERCE of opportunities to trade in specific commodities and technical data does not necessarily imply approval of their export by the U.S. Department of Commerce pursuant to the U.S. Export Control Act. For applicable export licensing regulations and policies, see the Comprehensive Export Schedule or consult the Bureau of International Commerce's Office of Export Control or any Department of Commerce Field Office.

- indicates that the trade opportunity represents a request for bids by a foreign government agency. A (★) following indicates that additional information may be borrowed by firms located in the U.S. from the Business and Defense Services Administration (BDSA), U.S. Department of Commerce, Washington, D.C. 20230; telephone numbers indicated. To avoid delay, requests for loan material should specify country and commodity.

★★ indicates opportunities obtained by U.S. trade missions to other countries. A (★) following these indicates that additional information may be obtained by writing the Trade Opportunities Staff, BDSA-624, U.S. Department of Commerce, Washington, D.C. 20230. The TM (trade mission) number is requested in correspondence. Requests for loan material should specify country and TM number.

WTD indicates that a World Trade Directory report is available on the foreign firm for which the trade opportunity is listed. These reports, indicating type of organization, sales territory, size of business, sales volume, trade and financial reputation, and other factors, are available for $2 each from the Bureau of International Commerce, BIC-916, U.S. Department of Commerce, Rm. 6059B. Telephone: 202-WO 7-4203. The date following the letters WTD refers to the date of issuance of the report. If WTD is in preparation, action will be completed on a priority basis upon receipt of request specifically identifying the trade opportunity involved.

Sales Leads for Exporters

Listed below are companies interested in buying U.S. products. Direct purchases are wanted unless a desire for an agency agreement is expressed.

091 Fisheries

BELGIUM—Aquarium fish, cold water and tropical fish, aquarium plants, fish foods, water turtles. Dieltjens-Tax A. (exporter, importer), 39 Turnhoutsebaan, Vlimmeren. WTD 1/67.

201 Meat products

FRANCE—Meat flour. Lorientaise des Produits de Peche (manufacturer, importer, exporter), 9 Rue Florian Laporte, 56-Lorient. WTD 12/15/66.

GERMANY—Canned chicken. Requests price quotations f.o.b. American ports. Heinrich Paas (importer, exporter, retailer, manufacturer, wholesaler), VeGe-Zentrale Ruhr, 17 Laubenhof, 43 Essen-Altenessen. WTD 3/8/67.

202 Dairy products

FRANCE—Creamery butter, milk powder, condensed and evaporated milk. Direct purchase and agency. A.M.R.G.M.—Agence Mondiale de Representation des Grandes Marques (dealer, importer, commission merchant), 5, Rue d'Alexandrie, Paris, 2e. WTD 12/13/66.

203 Canning, preserving foods

FRANCE—Sea food and vegetable soups: canned; dehydrated soups. Requests replies in French. Etablissements Blanchaud (manufacturer, dealer), Boite Postale 4, 49 Chace. WTD 12/6/66.

Dehydrated vegetables and fruits; dried vegetables. Direct purchase and agency. A.M.R.G.M.—Agence Mondiale de Representation des Grandes Marques (importer, dealer, commission merchant), 5, Rue d'Alexandrie, Paris, 2e. WTD 12/13/66.

Dried beans, Great Northern. Requests replies in French. Dupont Cuveliez (manufacturer, wholesaler), Route de la Gare, 59 La Gorgue. WTD 12/12/66.

Frozen beans; sea foods, such as frozen lobsters. Requests replies in French. S.A.C.A.—Societe Alsacienne de Conserves Alimentaires (manufacturer, wholesaler), Rue de la Poudriere, 67 Wissembourg. WTD 12/7/66.

Canned fruits. SICAGRO—Societe Industrielle de Conserves & Alimentation em Gros (manufacturer, dealer), 22, Rue Aristide, Briand, 92 Levallois-Perret. WTD 12/9/66.

Frozen fruit juices. Requests replies in French. Brasserie Nouvelle d'Argenteuil (wholesaler), 2, Avenue du Petit Marly, 95 Argenteuil. WTD 9/15/66.

Canned fish. Direct purchase and agency. Scandinavian Fish Conserves Co. (importer, dealer), 42, Rue Pasquier, Paris, 8e. WTD 8/3/66.

GERMANY—Canned California peaches, pineapples, fruit cocktail, grapefruit, asparagus, lemon juice, white beans. Requests price quotations f.o.b. American ports. Heinrich Paas (importer, exporter, retailer, manufacturer, wholesaler), VeGe-Zentrale Ruhr, 17 Laubenhof, 43 Essen-Altenessen. WTD 3/8/67.

Late Leads—Information received too late to be of value to bidders is published because many readers will find it of value in follow-up campaigns to sell complementary products and subsidiary services. Sometimes a cable to an agent on the scene will result in tie-in sales.

204 Grain mill products

COLOMBIA—Dextrin packed in 50 kilo bags or drums, for use in food preparation. Requests quotations CIF Barranquilla. Conservas California S. A. (manufacturer, wholesaler, importer), Apartado Aereo (Air Mail P.O. Box) 1322, Barranquilla. WTD 3/20/67.

SWEDEN—Brewers' rice. Agency and direct purchase. Elof Hansson (import-export firm), P.O. Box 183, Goteborg 1. WTD in preparation.

208 Beverage industries

COLOMBIA—Flavoring extracts, pineapple, orange, strawberry. Requests quotations CIF Barranquilla. Conservas California S. A. (manufacturer, wholesaler, importer), Apartado Aereo (Air Mail P.O. Box) 1322, Barranquilla. WTD 3/20/67.

FRANCE—Whisky: bourbon, rye, scotch type; beer; sodas. Requests replies in French. Brasserie Nouvelle d'Argenteuil (wholesaler), 2, Avenue du Petit Marly, 95 Argenteuil. WTD 9/15/66.

Bourbon whisky. Requests replies in French. Clovis Lesieutre & Cie (importer, wholesaler), 5, Rue Lemaistre, 76 Le Havre. WTD 9/14/66.

209 Food preparations

GERMANY—Cod-liver oil, crude. Direct purchase and agency. Steuerrad-Tranfabrik Hugo Luchterhand K.G. (importer, exporter, wholesaler, processor), 285 Bremerhaven, Am Seedeich. WTD in preparation.

210 Tobacco manufacturers

NETHERLANDS—Tobacco products, such as cigarettes, cigars, cigarillos, tobacco. Direct purchase and agency. H. C. van der Heijden

(importer, distributor), 18 Stadhuisplein or P.O. Box 508, Rotterdam. WTD 3/67.

221 Broad woven fabric mills, cotton

FRANCE—Cotton fabrics of a novel character. Fransa (wholesaler), 61 Rue de Turenne, Paris 3. WTD 12/16/66.

222 Broad woven fabric mills, manmade fiber, silk

FRANCE—Manmade fiber, silk fabrics of a novel character. Fransa (wholesaler), 61 Rue de Turenne, Paris 3. WTD 12/16/66.

HONG KONG—Dacron/wool, dacron/cotton suitings, in stock lots. R. K. International (importer, agent, wholesaler), P.O. Box 5767, Kowloon. Cable: FLYINGSTAR. WTD in preparation.

223 Broad woven fabric mills, wool

FRANCE—Wool fabrics of a novel character. Fransa (wholesaler), 61 Rue de Turenne, Paris 3. WTD 12/16/66.

225 Knitting mills, products

FRANCE—Stockings, full fashioned, seamless. La Manufacture du Bas (importer, wholesaler, retailer), 98, Rue La Boetie, Paris, 8e. WTD 12/13/66.

229 Textile goods

FRANCE—Mixed original DK hosiery clips; mixed original flat knit jersey hosiery clips. Chiffons Dechets & Files Textiles (importer, exporter), 108 Rue du Landy, 93-La-Plaine-St.-Denis. WTD 12/15/66.

Textile waste (rags). Ets. Lhermite Freres (importer, exporter), 226 Rue du Faubourg St. Honore, Paris 8. WTD 12/15/66.

Artificial leather for bags, garments. Direct purchase and agency. Herth & Cie. (tanner, wholesaler), 14 Rue des Messageries, Paris 10. WTD 12/14/66.

Woolen, cotton wastes. Blanchisserie Industrielle de l'Oise (manufacturer, dealer), 8, Avenue Parmentier, Paris, XI. WTD 3/31/66.

PORTUGAL—Artificial leather for manufacture of men's, women's jackets, coats. Monteiro & Companhia, Lda. (manufacturer, wholesaler, sales agent), Palmatoria, Covilha. WTD in preparation.

REPUBLIC OF SOUTH AFRICA—Laminated polyester/fabric materials suitable for manufacture of shoe uppers and straps, especially in gold, silver colors. Commercial Bias Binding Manufacturers (Pty) Ltd. (manufacturer), P.O. Box 2344, Durban, Natal. WTD 3/22/67.

231 Men's, youths', boys' suits, coats, overcoats

FRANCE—Children's clothing, accessories. Direct purchase and agency. Jacqueline Lilienthal "jaly" (manufacturer, wholesaler), 28 Rue du Faubourg Poissoniere, Paris 10. WTD 12/15/66.

Men's, boys' suits, coats, overcoats. Direct purchase and agency. Ogecom—Office General de Commission Importation & Exportation (importer, wholesaler, commission merchant), 6, Rue Saint-Didier, Paris, 16. WTD 1/67.

232 Men's, youths', boys' furnishings, work clothes

FRANCE—Men's, boys' shirts, including polo and sports shirts, nightwear; men's, boys' underwear, separate trousers. Direct purchase and agency. Ogecom—Office General de Commission Importation & Exportation (importer, wholesaler, commission merchant), 6 Rue Saint-Didier, Paris, 16. WTD 1/67.

233 Women's, misses', juniors' outerwear

FRANCE—Children's clothing, accessories. Direct purchase and agency. Jacqueline Lilienthal "Jally" (manufacturer, wholesaler), 28 Rue du Faubourg Poissoniere, Paris, 10. WTD 12/15/66.

Women's, misses' blouses, dresses, suits, skirts, coats. Direct purchase and agency. Ogecom—Office General de Commission Importation & Exportation (importer, wholesaler, commission merchant), 6, Rue Saint-Didier, Paris, 16. WTD 1/67.

234 Women's, misses', children's, infants' undergarments

FRANCE—Women's, misses', children's underwear, nightwear. Direct purchase and agency. Ogecom—Office General de Commission Importation & Exportation (importer, wholesaler, commission merchant), 6, Rue Saint-Didier, Paris, 16. WTD 1/67.

Choice of language

Some people—about seven-eighths of them—just do not understand English.

So when you answer an advertiser in these pages who requests replies in his own language oblige him *and* yourself.

Ask the Department of Commerce Field Office for advice.

237 Fur goods

FRANCE—Astrakan paws, pieces. Direct purchase and agency. Z. Sprung (manufacturer, importer, exporter), 23 Rue Richer, Paris 9. WTD 12/19/66.

242 Sawmills, planing mills

BELGIUM—Sweet gum. O.B.E.R., n.v. (importer, exporter), 7 Nijverheidsstraat, Oevel, Antwerp. WTD 1/67.

FRANCE—Sawn wood, from the Pacific Coast. Bois Import (importer, dealer), 11, Rue des Poilus, B.P. 1—059, 59 Dunkerque. WTD 12/6/66.

249 Wood products

FRANCE—Ashtrays to be sold as gift articles. "Majaju" (importer, exporter), P.O. Box 277 X, Paris, 10. WTD 12/13/65.

● **IRAQ**—Supply of bamboo and wood tent poles. Tender No. ORD. 14/1967, bid deadline June 17; issued by Directorate of Contracts & Purchases, Ministry of Defense, Baghdad. Documents available from: Embassy of Iraq, Military Attache, Washington, D.C. 20007.

262 Paper mills, products

FRANCE—Filter paper for chromatography. Societe Europeenne de Distribution de Produits pour Laboratoires et l'Industrie (distributor), Residence Joffre, Place Ferrer, 62-Bethune. WTD 12/2/66.

263 Paperboard mills, products

FRANCE—Cardboard. Cartonnerie de Saint-Germain (manufacturer, importer, exporter), 11 Place Dauphine, Paris. WTD 12/2/66.

273 Books

FRANCE—Technical books. Direct purchase and agency. Ben Sills "Sills Documentation" (importer, dealer, agent), 86, Rue de Lille, Paris, 7e. WTD 8/10/66.

281 Industrial chemicals

FRANCE—Reagent chemicals for research laboratories. Societe Serlabo (manufacturer, importer, dealer), 26, Rue Saint-Gilles, Paris, 3. WTD 11/8/66.

● **KOREA**—One cobalt-60 source replacement for C-3000 picker cobalt-60 unit. Diameter: 2.0 cm. Source exposure rate: 3000 RHM. Tender No. KFX-7030F. Bid deadline May 5. Office of Supply, Govt. of the Republic of Korea, Seoul. Copies of tender available from the Chemicals & Allied Products Div., BDSA, U.S. Dept. of Commerce, Washington, D.C. 20230. (Telephone: 202-WO 7-5498).

282 Synthetic materials

FRANCE—Cellulose plastic materials; phenolic and other tar acid resins; urea and melamine resins; vinyl resins; styrene resins; alkyd resins; acrylic resins; polyethylene resins; polyamid resins, silicones; polyesters; synthetic rubber (vulcanizable elastomers). S.A. des Etablissements F. Chevassus (importer, wholesaler), 29, Rue de Marignan, Paris, 8e. WTD 6/13/66.

Plastic book binding materials. Reliure Industrielle S.T.D. (manufacturer, dealer), 202, route de Pontoise, 95 Argenteuil. WTD in preparation.

GERMANY—Plastic powders (polyamide, PVC) for electrostatic processing. Requests price quotations c.i.f. German border. Direct purchase and agency. Requests replies in German. Heinrich Ostmann & Co. (importer, wholesaler, sales agent), 15a Schulstrasse, 506 Bensberg/Refrath. WTD 3/23/67.

283 Drugs

FRANCE—Crude or basic chemical products and raw ingredients for use in manufacturing household, agricultural insecticides of various types and formulas. Direct purchase and agency. Requests replies in French. Laboratoires Saky (manufacturers, wholesalers), 46 Rue Delphin-Loche; 33- Begles, Gironde. WTD 7/6/66.

Veterinary pharmaceutical preparations, such as serums, vaccines for dogs, cats. Requests replies in French. Vetoquinol S.A. (manufacturer, dealer), Magny Vernois—70 Lure (Hte Saone), (B.P. 42—70 Lure). WTD 3/1/66.

GERMANY—Medicinal chemicals in bulk. Temmler-Werke, Vereinigte Chemische Fabriken (manufacturer, wholesaler, exporter), 3550 Marburg/Lahn, Temmlerstr. 2. WTD 3/67.

PAKISTAN—Codeine phosphate, (U.S.P.)—50 Kg. for use in production of pharmaceuticals. Requests quotations, C. & F., Karachi.

Direct purchase and agency. S. Ejazuddin & Co. (importer), Medicine St., Marriott Rd., Karachi 2. WTD 10/12/66.

PORTUGAL—Pharmaceutical and medicinal products for human use. Direct purchase and agency. Companhia Quimico-Farmaceutica Frederico Annes, S.A.R.L. (importer, wholesaler), Rua Braamcamp, 10-1°, Lisbon 1. WTD 1/11/67.

284 Soap, detergents, cleaning preparations, perfumes, cosmetics

AUSTRALIA—Artificial nails, packed loose or on runners, as they come out of mould, to be cut and packaged locally. Samples available on loan basis from Trade Opportunity Staff, BDSA-624, Rm. 4203, U.S. Dept. of Commerce, Washington, D.C. 20230. Direct purchase and agency. Emmo Pty Ltd. (importer, wholesaler), 155 Castlereagh St., Sydney, N.S.W. WTD 5/5/66.

FRANCE—Household cleansers. Usine de Produits d'Entretien "Ca-Va-Seul" (manufacturer), 16 Quai du Port, 94-Nogent-sur-Marne. WTD 12/14/66.

289 Chemical products

FRANCE—Writing, printing ink. Cartonnerie de Saint-Germain (manufacturer, importer, exporter), 11 Place Dauphine, Paris. WTD 12/2/66.

291 Petroleum refining

● **GREECE**—Reference made to prior publication "Lubricating Oils & Greases," estimated quantity 600,000-KG, estimated value $88,000, tender bid No. 500. Bid deadline now established for May 16, 12 p.m., in the office of Land Reclamation Service, Ministry of Agriculture, General Direction of Agriculture, Direction "V", 60 Kolopotroni St., Athens.★ (Telephone: 202-WO 7-2355).

302 Rubber footwear

FRANCE—Rubber boots of all categories and sizes for men. Direct purchase and agency. Recalt (Etablissements Pierre) (manufacturers, dealers), 11 Rue de la Navarre; 64-Mauleon-Soule, Basses-Pyrenees. WTD 3/30/67.

306 Fabricated rubber products

FRANCE—Rubber bathing caps, bath mats. Direct purchase and agency. Requests replies in French. Bonneron-Gumet & Cie (manufacturer, wholesaler, agent, importer), Boulevard des Allies — 91 Mereville. WTD 2/10/66.

Rubber toys. Requests replies in French. Comptoir General de la Bimbeloterie, C.G.B. (importer, wholesaler, commission merchant), 4, 6, 8, Rue des Haudriettes, Paris 3e. WTD 12/19/66.

Bath mats. Direct purchase and agency. Confort (manufacturer, dealer), 92, Rue Anatole France, 92 Levallois-Perret. WTD 12/14/66.

Rubber fire hose. Direct purchase and agency. Societe Francaise de Materiel contre l'Incendie—SOFRAMI (importer, manufacturer, wholesaler, agent), 121, Boulevard Haussmann, Paris, 8e. WTD 7/26/66.

311 Leather tanning, finishing

FRANCE—Chrome splits. Requests replies in French. Peausseries & Megisseries du Tarn (wholesaler, retailer), 44 bis, Rue Lucien Sampaix, 75 Paris, 10e. WTD 12/66.

Upper leather; leather for bags, garments. Direct purchase and agency. Herth & Cie. (tanner, wholesaler), 14 Rue des Messageries, Paris 10. WTD 12/14/66.

Semi-tanned and tanned skins, leather. Direct purchase and agency. Compagnie Francaise des Cuirs (importer, wholesaler), 41, Avenue de Friedland, Paris, 8e. WTD 12/9/66.

Semi-tanned and tanned skins and leather; chrome splits; kid skins. Direct purchase and agency. Besnier Flotex (manufacturer, importer, agent), 4 Cite Magenta, Paris 10. WTD 12/19/66.

Hides and skins for manufacture of shoes, leather goods. Direct purchase and agency. Les Successeurs de Gaston Fournier (importer, agent, wholesaler), 76, Boulevard de Magenta, 75 Paris, 10e. WTD 12/16/66.

Kip (smooth and grained); dyed tanned calfskin leather; suede or dyed chrome splits. Direct purchase and agency. Ets. Gruson Freres (wholesaler, commission merchant), 189 Rue du Faubourg Saint-Martin, Paris X. WTD 12/13/66.

314 Footwear, except rubbers

FRANCE—Shoes for women, children. Direct purchase and agency. Ogecom—Office General de Commission Importation & Exportation (importer, wholesaler, commission merchant), 6, Rue Saint-Didier, Paris, 16. WTD 1/67.

317 Handbags, personal leather goods

FRANCE—Small leather articles: cases for gifts, key cases, coin purses. "Majaju" (importer-exporter), P.O. Box 277 X, Paris 10. WTD 12/13/65.

322 Glass, glassware

FRANCE—Laboratory glassware. Societe Europeenne de Distribution de Produits pour Laboratoires & l'Industrie (distributor), Residence Joffre, Place Ferrer, 62-Bethune. WTD 12/2/66.

Ornamental glass tableware to be sold as gift articles and executive gifts. "Majaju" (importer, exporter), P.O. Box 277 X, Paris X. WTD 12/13/65.

329 Abrasive, asbestos, nonmetallic mineral products

WALES—Grit-cloth abrasive discs coated with aluminous oxide or silicon carbide. Sample disc available on loan basis from Trade Opportunities Staff, U.S. Dept. of Commerce, BDSA-624, Rm. 4203, Washington, D.C. 20230. Tuf Abrasives Ltd. (exporters, importers), Ipswich Rd., Colchester Ave., Cardiff. WTD 3/21/67.

330 Primary metals industries

BURMA—Bids requested on the following items: Antimony ingot, 2½ tons; copper ingot (over 99% purity), 95 tons; Babit metal (89% tin), ¼ ton; Babit metal (92% tin), ¼ ton; lead pig (99% minimum purity, D.G.S. & D. No. six, 25 ton; lead sheet to IRS specifications 405. 3/32", ½ ton; lead sheet to IRS specifications 405. 1/16", ½ ton; pellet nickel mond, ¼ ton; tin ingot, 20 ton; tin plate best charcoal 20" 14" 20 SWG, 2/5 ton; zinc ingot, four tons; zinc sheet plain 8' 3' 20 gauge, ¼ ton; medium carbon Ferro-Manganese to JIS specifications JIS-G-2031 F Mn M3, one ton; and Ferro-Silicon to JIS specifications JIS-G-2301 F Si 2.

Tender No. MEIC/B. Rlys/17 (T) 8/66-67, bid deadline Apr. 27, the Chairman, Union of Burma, Railway Bd., Bogkyoke Aung San St., Rangoon. Tender documents available upon telephone request from Miscellaneous Metals & Minerals Div., Business & Defense Services Admin., U.S. Dept. of Commerce, Washington, D.C. (Telephone: 202-WO 7-2298).

331 Steel mill products

ITALY—Stainless steel sheets. Acciai Fortuna S.p.A. (wholesaler, dealer), Via O. Salomone 71, Milan. WTD 9/22/66.

SWITZERLAND—"Permalloy" steel for manufacture of transformers, other electrical applications. Direct purchase and agency. Rudolf Funfschilling, Electro-Rohmaterial (importer, wholesaler), Ob. Rheinweg 17, 4000 Basel 5. WTD in preparation.

THAILAND—Tinplate and blackplate, waste. Request catalogs, c.i.f. Bangkok prices. Kingsway-Fujiyama (importer), GPO Box 2711, 905 Wanglee Bldg., Suriwongse Rd., Bangkok. WTD 7/25/66.

VIETNAM—Wide range of iron and steel mill products such as steel square bars, iron wire, flat bars, wire rods, steel pipes or tubes, black steel sheet. Complete list available from Trade Opportunities Staff, BDSA-624, Rm. 4203, U.S. Dept. of Commerce, Washington, D.C. 20230. Direct purchase and agency. Ets Dai Viet T.K.T. (commercial representative), 29 Cong Ly, P.O. Box 858, Saigon. WTD 11/4/65.

334 Secondary smelting, refining of nonferrous metals

FRANCE—Unsorted nonferrous scrap. Direct purchase and agency. Entreprise Saveanu-Achard (importer, manufacturer, wholesaler, retailer, agent), Fonderie a la Maladrie, 44 Vertou. WTD 12/6/66.

335 Rolling, drawing, extruding of nonferrous metals

FRANCE—Insulated aluminum wires for temperatures ranging from 80°F. to 1500°F. Institut Superieur des Materiaux et de la Construction Mecanique (M. Alfred) (mechanics institute), 4 & 6, Rue Gambetta, Saint-Ouen, Seine St. Denis (93). WTD 3/22/66.

NETHERLANDS—Aluminum products for building, allied trades, such as storm doors and windows, screen doors, bathtub enclosures, shower doors, awnings, sunscreens, window screens, sidings, nails, other types of screens, wire cloth. Direct purchase and exclusive agency. Firma Cor de Ree (importer, assembler, exporter, distributor), Attention: Reebros Division, P.O. Box 39, Lisse. WTD 1/67.

342 Cutlery, hand tools, general hardware

FRANCE—Knives to be used by painters. Requests replies in French. Etablissements D. Lelluch & Cie (wholesaler), 56, Rue de Malte, Paris, Lleme. WTD 4/25/66.

343 Heating apparatus, plumbing fixtures

FRANCE—Sanitary ware: bathtubs, lavatories and sinks, shower curtain tubing, linen dryers. Direct purchase and agency. Confort (manufacturer, dealer), 92, Rue Anatole France, 92 Levallois-Perret. WTD 12/14/66.

Paper and refuse incinerators, for office, hospital, industry purposes. Direct purchase and agency. Societe Nouvelle des Etablissements Sietom (importer, dealer, commission merchant, agent), 119, Boulevard Sebastopol, Paris, 2e. WTD 8/19/66.

SWEDEN—Ultrasonic fuel atomizers for heating systems. Direct purchase and agency.

Kauffmann & Co. AB (wholesaler), Ystadvagen 17, Malmo. WTD 3/28/67.

349 Fabricated metal products

FRANCE—Hot stamping films; gold leaf, aluminum foil. Direct purchase and agency. Charrier et Fils S.A. (importer, wholesaler), 22, Rue Alexandre Parodi, Paris, 10. WTD 4/21/66.

Advertising key-holders, other metal gadgets. "Majaju" (importer, exporter), P.O. Box 277 X, Paris 10. WTD 12/13/65.

353 Construction, mining, material handling machinery, equipment

● **EAST MALAYSIA**—Two tandem type vibrating rollers 4/5 tons, diesel powered; eight towed-type vibrating rollers, 3/5 tons, diesel powered; 12 vibrating flat pad compactors, hand guided type, weight approximately 7¼ cwt; six 3-wheeled rollers 6/9 tons, diesel powered; two self-propelled pneumatic tired compactors, 25 tons ballasted weight, diesel powered; two self-propelled pneumatic tired compactors, approximately 15 tons ballasted weight, diesel powered. Tender Ref. No. PWD/M2/02/02, bid deadline May 8. The Chairman, State Central Tenders Bd., Rm. 702, 7th fl., New Secretariat Bldg., Kuching, Sarawak.

● **INDIA**—Global invitation for four 1¼ cu. yd. electric powered tunnel shovels operating on 42″ gauge railroad with 400-450 cu. yd. output capacity. Tender No. BEAS/PR/56145/A-2191, bid deadline June 7. Chief purchase officer, BEAS Purchase Org., P.O. Talwara, Hoshiarpur District, Punjab. Tender specifications may be inspected at India Supply Mission, Washington, D.C. Tender fee $13.50. Not refundable.

354 Metalworking machinery

INDIA—Seven hundred ton aluminum extrusion press for manufacturing aluminum tubes, pipes, window sections and various other shaped sections, channels, angles. Mr. S. Jindal, Dir., Jindal (India) Private Ltd. (manufacturer), Delhi Rd., Hissar, Haryana. WTD 3/67.

ITALY—Hard metal throw-away tips for milling cutters. Direct purchase and exclusive agency. Delfer S.n.c. (manufacturer), 22 Via Aosta, Beinasco (Turin). WTD 3/22/67.

SWEDEN—Ultrasonic welding equipment and drilling machinery. Direct purchase and agency. Kauffmann & Co. AB (wholesaler), Ystadvagen 17, Malmo. WTD 3/28/67.

SWITZERLAND—Machine-tools, metalworking machinery, grinding machinery, tungsten carbide tools. Agency and direct purchase. Mr. Armin Giger, Sales Mgr., Ewag AG (manufacturer, distributor), Hauptgasse 54, 4500 Solothurn. WTD in preparation.

● **VIETNAM**—Machinery and equipment for a new plant to manufacture PVC, rubber, and insulated electric wire and cable, including: copper ingot reheating furnace, rolling mill, wire drawing machinery, butt welders, continuous annealing furnace, cable stranding machines, rubber insulating equipment, PVC and enamel coating equipment. Bid deadline Apr. 25. Industrial Development Center (IDC), 40-42 Nguyen Hue, P.O. Box 336, Saigon. Several copies of this tender document are available to firms located in the U.S. on a short-time-loan basis from the Metalworking Equipment Div., BDSA-592, Dept. of Commerce, Washington, D.C. 20230 (Telephone: 202-WO 7-2723).

355 Special industry machinery

DOMINICAN REPUBLIC—Coffee shelling machinery. Requests replies in Spanish. Julio C. Franjul (distributor, exporter), P.O. Box 22, Bani. WTD 2/67.

FRANCE—Woodworking machinery, heavy-duty, and tools, attachments and accessories of all categories; jointers, planers, lathes, mortisers, and portable machines of new types for industrial uses and artisan workers; sawmill machinery, such as cut-off type chainsaws, automatic, portable, and others; electric, or gasoline-powered. Direct purchase and agency. Etablissements Beugniot-Browny (dealers), 14bis Rue du Petit-Goave; 33- Bordeaux, Gironde. WTD 11/30/65.

Machinery for the canning of sea foods, fish, shrimps, oysters, clams, crabs. Le Ray Chancerelle & Cie (manufacturer, dealer), 29, Douarnenez. WTD 12/13/66.

Meat grinders; machinery for canning or packaging of meat products. Requests replies in French. Jean Henaff Fils & Cie, S.A.R.L. (manufacturer, wholesaler), 29 S—Pouldreuzic. WTD 12/7/66.

Packaging machinery for food products. Etablissements Francis Martin (manufacturer, wholesaler), 25, Rue du General Goury, 29 Landerneau. WTD 12/7/66.

PERU—Machine to fill bottles ¾″ neck opening, 10″ high, 10 bottles per minute; and machine to label at rate of 10 bottles per minute. Requests replies in Spanish. Gerardo Diaz, S.A. (manufacturer, wholesaler, retailer), Alto de la Luna 108, Arequipa. WTD 12/65.

REPUBLIC OF SOUTH AFRICA—Machinery for plaiting narrow leather or plastic strips into straps for sandals. Commercial Bias Binding Manufacturers (Pty.) Ltd. (manufacturer), P.O. Box 2344, Durban, Natal. WTD 3/22/67.

Complete plant for producing PVC-coated fabrics. Commercial Bias Binding Manufacturers (Pty.) Ltd. (manufacturer), P.O. Box 2344, Durban, Natal. WTD 3/22/67.

Complete plant for producing zippers and slide fasteners. Commercial Bias Binding Manufacturers (Pty.) Ltd. (manufacturer), P.O. Box 2344, Durban, Natal. WTD 3/22/67.

SWEDEN—Ultrasonic oil destruction machinery for waste oil on ships. Direct purchase and agency. Kauffmann & Co. AB. (wholesaler), Ystadvagen 17, Malmo. WTD 3/28/67.

UGANDA—Swimming pool equipment such as filters, drains, valves, fittings, cleaners, covers, recirculating systems, springboards, chlorine control equipment, hair and lint traps, paints, adhesive, life lines, wall anchors, vacuum cleaning equipment, maintenance equipment. Dr. Martin J. Aliker (importer), P.O. Box 249, Kampala. WTD in preparation.

YUGOSLAVIA—Bread slicing and wrapping machines. Beograd, Grain Mills & Bakery Products Industry (bakery), Engineer Dragan Milanovic, Chief of Development Dept., Radnicka 1, Belgrade. WTD in preparation.

Equipment and technical assistance for manufacture of corn flakes, corn chips. Beograd, Grain Mills & Bakery Products Industry (bakery), Engineer Dragan Milanovic, Chief of Development Dept., Radnicka 1, Belgrade. WTD in preparation.

356 General industrial machinery

FRANCE—Fire fighting apparatus: automatic sprinkler systems, fire hose, hose driers and racks, hose reels. Direct purchase and agency. Societe Francaise de Materiel contre l'Incendie —SOFRAMI (importer, manufacturer, wholesaler, agent), 121, Boulevard Haussmann, Paris, 8e. WTD 7/26/66.

357 Office, computing, accounting machines

● **INDIA**—Supply of calculating machines, model SARI/C, fully automatic, electrically operated. Tender No. 1044/BPO/PR/1-277/62184, bid deadline May 31. Chief Purchase Officer, Beas Purchase Org., Talwara Township, Dist. Hoshiarpur, Punjab.★ (Telephone: 202-WO 7-2939).

358 Service industry machines

FRANCE—Commercial laundry machinery and equipment: washers, extractors, wringers, driers, ironers, finishing presses, napping machines; dry cleaning equipment and machinery. Direct purchase and agency. Polymark France (importer, dealer), 32, Avenue Edouard Vaillant, 92 Boulogne-Billancourt (Hts de Seine). WTD 8/16/66.

HONG KONG—Mobile liquid nitrogen refrigeration equipment, for ice cream vehicles. The Dairy Farm, Ice and Cold Storage Co., Ltd. (importer, exporter, manufacturer, wholesaler, retailer), P.O. Box 286. Cable: MILKMAID. WTD 2/4/66.

SWEDEN—High pressure water washers for automobiles. Direct purchase and agency. Kauffmann & Co. AB. (wholesaler), Ystadvagen 17, Malmo. WTD 3/28/67.

361 Electric transmission, distribution equipment

FRANCE—Distribution network cutouts. Direct purchase and agency. Requests replies in French. Appareillage Electrique Cehess (manufacturer, dealer), 68, Avenue de Choisy, Paris, 13. WTD 4/19/66.

● **THAILAND**—Supply of 12 69 KV, 3-phase, single bushing outdoor type potential transformer units and; three 69 KV, 3-phase, outdoor post type current transformer units. Tender No. MEA-PSA-066, bid deadline May 9. Metropolitan Electricity Authority, Chakrapetch Rd., Bangkok.★ (Telephone: 202-WO 7-4241).

362 Electrical industrial apparatus

● **BURMA**—2 diesel engine driven 225 amp. welders complete with spares. Tender No. 55/QO/(T)MCY-POI/DD (66-67), bid deadline Apr. 30. Procurement Mgr., People's Oil Industry, Rangoon.★ (Telephone: 202-WO 7-2723).

DOMINICAN REPUBLIC—Diesel and gas generators of eight kilowatt capacity and up. Direct purchase and agency. Importadora Tropical, C. por A. (importer, retailer), P.O. Box 750, Santo Domingo. WTD 8/4/66.

FRANCE—Fuse cutouts for industrial and electronic use. Direct purchase and agency. Requests replies in French. Appareillage Electrique Cehess (manufacturer, dealer), 68, Avenue de Choisy, Paris, 13. WTD 4/19/66.

GERMANY—Electrical equipment for electrostatic processing of plastic powders. Requests price quotations c.i.f. German border. Direct purchase and agency. Requests replies in German. Heinrich Ostmann & Co. (importer, wholesaler, sales agent), 15a Schulstrasse, 506 Bensberg/Refrath. WTD 3/23/67.

● **GREECE**—Supply and supervise erection of two 3000 KW, 428 to 750 RPM, 6300 V, 50

cycle diesel generator sets for the Rhodes power station on the Island of Rhodes. Tender No. DED-5082/C-1, bid deadline now set for May 8 (See International Commerce February 13, P. 32). Public Power Corp., 23 Chalkokondyli St., Athens 120, Attention: Purchasing Dept.★ (Telephone: 202-WO 7-4241).

ITALY—Single phase electric motors for burners. Motorex S.r.l. (agent, importer), Via Luigi Settembrini 40, Milan. WTD 3/67.

363 Household appliances

FRANCE—Electric coffee grinders; coffee makers; can-openers; toasters; roasters; hotplates; grills; flat irons; food mixers. S.E.E.D. (Ste. Europeenne d'Etudes et de Diffusion) (manufacturer, wholesaler), 7 Rue Daunou, Paris 2. WTD 12/13/66.

364 Electric lighting, wiring equipment

● **BURMA**—Supply of 10,380 incandescent lamps and 2,540 flourescent lamps, Tender No. MEIC/B.Rlys/14(T)1206/66-67. Bid deadline May 2, 1967. The Chairman, Union of Burma Railway Bd., Bogyoke Aungsan St., Rangoon.★ (Telephone: 202-WO 7-5345).

FRANCE—Switch and fuse cutouts for electrical installations. Direct purchase and agency. Requests replies in French. Appareillage Electrique Cehess (manufacturer, dealer), 68, Avenue de Choisy, Paris, 13. WTD 4/19/66.

366 Communication equipment

FRANCE—Alarm and signal systems, electric and electronic, up-to-date equipment for industrial, commercial, and home use, including burglar-proof devices and fire-alarms for utilization in residences, automobiles and trucks. Direct purchase and agency. Catalogues, price lists requested. Bouyer, Albert (dealer, sales agent), "La Chataigneraie", Route de Bertres; 85- Lourdes, Hautes-Pyrenees. WTD 3/27/67.

Permanent gas detectors. Direct purchase and agency. Etablissements Rotalex (importer, agent), 3 Rue Jean-Moulin, 92-Courbevoie. WTD 12/2/66.

● **GREECE**—Supply of 1000 coin-operated telephones and associated equipment at an estimated cost of $167,000. Tender No. 6506, bid deadline May 15. Hellenic Telecommunications Org., Ltd., 6 Klissovis St., Athens.★ (Telephone: 202-WO 7-4823).

● Supply of testing equipment and other devices for automatic telephone exchanges. Tender No. 6520, bid deadline May 17. Hellenic Telecommunications Org., Ltd., 6 Klissovis St., Athens. Specifications available in German.★ (Telephone: 202-WO 7-4823).

● **KENYA**—Supply of small capacity private automatic branch telephone exchanges. Tender document will be furnished by the Crown Agents for Overseas Governments & Administrations, 4 Millbank, London, S.W.1, England, to qualified registered bidders. Reference should be made to DF 4254/4 of Mar. 20.

LUXEMBOURG—Description and quotations one single-frequency small UHF radio transmitter-receiver operating between approximately 200 and 300 mc with power of about 5 watts; airborn equipment acceptable. Mr. Etienne Wenandy, Commandant de l'Aeroport de Luxembourg (government agency), Luxembourg.

367 Electronic components, accessories

JAPAN—Electric and electronic components including microwave devices such as klystrons, circulators, capacitors, attenuators, semi-conductors, resistors. Toko Trading, Inc. (importer, exporter), Tsukiji Bldg., 6 Tsukiji 3-chome, Chuo-ku, Tokyo. WTD 6/30/66.

369 Electrical machinery, equipment, supplies

DOMINICAN REPUBLIC—Electric power plants. Direct purchase and agency. Importadora Tropical, C. por A. (importer, retailer), P.O. Box 750, Santo Domingo. WTD 8/4/66.

● **INDIA**—Supply of two short wave diathermy machines, one portable short wave diathermy machine, one ultrasonic unit, one micro-wave diathermy unit, one electronic stimulating machine, one electromyography unit, one electronic traction unit, one spirometer, and one ultra violet lamp. Tender No. 2/M, bid deadline May 2. Controller of Stores, Bombay Port Trust, Clarke Bunder, Mazagon, Bombay 10.★ (Telephone: 202-WO 7-2939).

371 Motor vehicles, motor vehicle equipment

NEW ZEALAND—Transmission equipment required for power trailers. Equipment sought is either a torque convertor transmission (multi-stage) or a torque convertor transmission with two or three speed power shift gearbox to give a maximum torque multiplication of approximately 7:1, the torque convertor element to be either of the convertor/coupling type, or have a mechanical lockup for top gear operation. Specifications available from Trade Opportunities Staff, BDSA-624, U.S. Dept. of Commerce, Rm. 4203, Washington, D.C. 20230. Mr. A. J. Wilkinson, Mng. Dir., Tasman Manufacturing Co. Ltd. (manufacturers), P.O. Box 59, Cambridge. WTD in preparation.

373 Ship building, repairing

FRANCE—Accessories for pleasure-boats. Requests replies in French. Plastimo (manufacturer, importer, dealer), Boulevard du Slip, 56 Lorient. WTD 9/14/65.

374 Railway equipment

● **ETHIOPIA**—Supply of two, four or six diesel electric railway engines for narrow gauge track. Tender No. (none), bid deadline June 29. Dir. Gen., Franco-Ethiopian Railway Co., P.O. Box 1051, Addis Ababa (an Ethiopian and French Government holding). The complete file concerning the bid can be obtained by writing to the above address and with a payment $200.00 representing the cost of the file. (non-refundable)

● **THAILAND**—Supply of 120 bogies for passenger carriages. Tender No. 10122, to be submitted with a deposit of $10,400 before June 7. Copies of standard specifications and drawings available for review at the U. S. Dept. of Commerce, Rm. 4314, BDSA-596, Washington, D. C. 20230. Tender forms with specifications and terms may be purchased for $10.00 per set at the Procurement Section, State Railways of Thailand, Bangkok. No request for financing was included in the tender document.

381 Engineering, laboratory, scientific research instruments

FRANCE—Aeronautical, space instruments. Societe S.I.E.D.M.A. (importer), 9 Avenue de l'Opera, 75-Paris 1. WTD 12/6/66.

● **IRAN**—Supply of a laboratory electric tube furnace for determination of melting point of refractory materials, complete with full accessories. Tender No. A/4370, bid deadline May 22. The Steel Corp. of Iran, Ave. Forsat, No. 35, Tehran.★ (Telephone: 202-WO 7-2939).

SWEDEN—Instruments, equipment for pathological, histological, analytical chemistry laboratories. Agency and direct purchase. Bethlehem Trading AB (agent, importer), Grona Gatan 31, Goteborg. WTD 3/23/67.

382 Instruments for measuring, controlling, indicating physical characteristics

FRANCE—Explosimeters for gas. Direct purchase and agent. Etablissements Rotalex (importer, agent), 3 Rue Jean Moulin, 92-Courbevoie. WTD 12/2/66.

384 Surgical, medical, dental instruments

ITALY—Acrylic resins, impression compounds, cements, amalgams, abrasive rubber and alginates for dentists, for dental laboratories. Scic di Petruccelli & Sintoni (distributor, manufacturer), Opera, Milan. WTD 9/22/66.

● **MALAYSIA**—Supply of X-ray, dental, and fluorographic films, antibiotics, surgical dressings, alcohol 95% B.P., industrial methylated spirit 66 O.P.B.P. Bid deadline May 15. Tender documents and full particulars available from: Supt. Pharmaceutical Chemist, Ministry of Health, Pharmaceutical Laboratories & Stores, Jalan University, Petaling Jaya.

U.S. DEPARTMENT OF COMMERCE—FIELD OFFICES

ALBUQUERQUE, N. MEX., 87101, U.S. Courthouse. Area Code 505 Tel. 247-0311.

ANCHORAGE, ALASKA, 99501, 306 Lousaac-Sogn Building. Area Code 907 Tel. 272-6331.

ATLANTA, GA., 30303, 4th Floor, Hosea Savings Building. 75 Forsyth St., N.W. Area Code 404 Tel. 526-6000.

BALTIMORE, MD., 21202, 305 U.S. Customhouse, Gay and Lombard Sts. Area Code 301 Tel. Plaza 2-8460.

BIRMINGHAM, ALA., 35205, Suite 200-201, 908 South 20th St. Area Code 205 Tel. 325-3327.

BOSTON, MASS., 02203, Room 510, John Fitzgerald Kennedy Federal Bldg. Area Code 617 Tel. CA 3-2312

BUFFALO, N.Y., 14203, 504 Federal Building. 117 Ellicott St. Area Code 716 Tel. 842-3208.

CHARLESTON, S. C., 29403, Federal Building—Suite 631, 334 Meeting St. Area Code 803 Tel. 747-4171.

CHARLESTON, W. VA., 25301, 3002 New Federal Office Building. 500 Quarrier St. Area Code 304 Tel. 343-6196.

CHEYENNE, WYO., 82001, 6022 Federal Building, 2120 Capitol Ave. Area Code 307 Tel. 634-3920.

CHICAGO, ILL., 60604, 1486 New Federal Building, 219 South Dearborn St. Area Code 312 Tel. 353-4400.

CINCINNATI, OHIO, 45202, 8028 Federal Office Building, 550 Main St. Area Code 513 Tel. 684-2944.

CLEVELAND, OHIO, 44101, 4th Floor, Federal Reserve Bank Building, East 6th St. and Superior Ave. Area Code 216 Tel. 241-7900.

DALLAS, TEX., 75202, Room 1200, 1114 Commerce St. Area Code 214 Tel. Riverside 9-3287.

DENVER, COLO., 80202, 16407 Federal Building, 20th and Stout Sts. Area Code 303 Tel. 297-3246.

DES MOINES, IOWA, 50309, 1216 Paramount Building, 509 Grand Ave. Area Code 515 Tel. 284-4222.

DETROIT, MICH., 48226, 445 Federal Building. Area Code 313 Tel. 226-6088.

GREENSBORO, N. C., 27402, 412 U.S. Post Office Building. Area Code 919 Tel. 275-9111.

HARTFORD, CONN., 06103, 18 Asylum St. Area Code 203 Tel. 244-3530.

HONOLULU, HAWAII, 96813, 202 International Savings Building. 1022 Bethel St. Tel. 588-977.

HOUSTON, TEX., 77002, 5102 Federal Building, 515 Rusk Ave. Area Code 713 Tel. 228-0611.

JACKSONVILLE, FLA., 32202, 512 Gruenthaf Building. 208 Laura St. Area Code 904 Tel. 354-7111.

KANSAS CITY, MO., 64106, Room 2011, 911 Walnut St. Area Code 816 Tel. HA 4-3141.

LOS ANGELES, CALIF., 90015, Room 450, Western Pacific Building, 1031 South Broadway. Area Code 213 Tel. 688-2833.

MEMPHIS, TENN., 38103, 345 Federal Office Building, 167 North Main St. Area Code 901 Tel. 534-3214.

MIAMI, FLA., 33130, 928 Federal Office Building, 51 S.W. First Ave. Area Code 305 Tel. 350-5267.

MILWAUKEE, WIS., 53203, Straus Building, 238 West Wisconsin Ave. Area Code 414 Tel. BR 2-8600.

MINNEAPOLIS, MINN., 55401, 306 Federal Building, 110 South Fourth St. Area Code 612 Tel. 334-2133.

NEW ORLEANS, LA., 70130, 909 Federal Office Building, South, 610 South St. Area Code 504 Tel. 527-6546.

NEW YORK, N. Y., 10001, 61st Floor, Empire State Building, 350 Fifth Ave. Area Code 212 Tel. Longacre 3-3377.

PHILADELPHIA, PA., 19107, Jefferson Building, 1015 Chestnut St. Area Code 215 Tel. 597-2850.

PHOENIX, ARIZ., 85025, 5413 New Federal Building, 230 North First Ave. Area Code 602 Tel. 261-3285.

PITTSBURGH, PA., 15222, 2251 Federal Building, 1000 Liberty Ave. Area Code 412 Tel. 644-2850.

PORTLAND, OREG., 97204, 217 Old U.S. Courthouse, 520 S.W. Morrison St. Area Code 503 Tel. 226-3361.

RENO, NEV., 89502, 2028 Federal Building, 300 Booth St. Area Code 702 Tel. 784-5203.

RICHMOND, VA., 23240, 2105 Federal Building, 400 North 8th St. Area Code 703 Tel. 649-3611.

ST. LOUIS, MO., 63103, 2511 Federal Building, 1520 Market St. Area Code 314 Tel. MA 2-4243.

SALT LAKE CITY, UTAH, 84111, 2238 Federal Building, 125 South State St. Area Code 801 Tel. 524-5116.

SAN FRANCISCO, CALIF., 94102, Federal Building, Box 36013, 450 Golden Gate Ave. Area Code 415 Tel. 556-3864.

SANTURCE, P. R., 00907, Room 628, 605 Condado Ave. Phone: 723-4640.

SAVANNAH, GA., 31402, 235 U.S. Courthouse and Post Office Building. 125-29 Bull St. Area Code 912 Tel. 232-4321.

SEATTLE, WASH., 98104, 809 Federal Office Building, 909 First Ave. Area Code 206 Tel. 583-5615.

SWEDEN—Instruments, apparatus and supplies for pathological, histological laboratories. Agency and direct purchase. Bethlehem Trading AB (agent, importer), Grona Gatan 31, Goteborg. WTD 3/23/67.

386 Photographic equipment

FRANCE—High speed cameras. Direct purchase and agency. Paillard Bolex S.A. (importer, agent), 22-24, Avenue Hoche, Paris, 8eme. WTD 4/13/66.

● **IRAQ**—Supply of large quantities of medical X-ray and darkroom supplies and equipment. Tender No. 5/67, bid deadline June 4. Central Foreign Purchasing Board, Ministry of Finance, Baghdad.★ (Telephone: 202-WO 7-2939).

391 Jewelry, silverware, plated ware

FRANCE—Cigarette lighters as advertising items. "Majaju" (importer, exporter), P.O. Box 277 X, Paris X. WTD 12/13/65.

394 Toys, amusement, sporting goods

FRANCE—Toy furniture, doll carriages and carts, construction sets, mechanical trains, mechanical toys, games. Requests replies in French. Comptoir General de la Bimbeloterie C.G.B. (importer, wholesaler, commission merchant), 4-8, Rue des Haudriettes, Paris, 3e. WTD 12/19/66.

395 Pens, pencils, office, artists' materials

FRANCE—Ball points to be given as advertising items. "Majaju" (importer, exporter), P.O. Box 277 X, Paris 10. WTD 12/13/65.

396 Costume jewelry, novelties, buttons, notions

FRANCE—Costume novelties and ornaments, giftware. "Majaju" (exporter-importer), P.O. Box 277 X, Paris X. WTD 12/13/65.

Costume jewelry, costume novelties. Requests replies in French. Comptoir General de la Bimbeloterie C.G.B. (importer, wholesaler, commission merchant), 4, 6, 8, Rue des Haudriettes, Paris, 3e. WTD 12/19/66.

398 Manufacturing industries

FRANCE—Brushes to be used by painters. Requests replies in French. Etablissements D. Lelluch & Cie (wholesaler), 56, Rue de Malte, Paris, 11eme. WTD 3/25/66.

399 Manufacturing industries

FRANCE—Advertising novelties, gift items, in fancy goods range. "Majaju" (import-export), P.O. Box 277 X, Paris 10. WTD 12/13/65.

Fixed and portable fire extinguishers; industrial fire extinguishing equipment. Societe Francaise de Materiel contre l'Incendie—SOFRAMI (importer, manufacturer, wholesaler, agent), 121, Boulevard Haussmann, Paris, 8e. WTD 7/26/66.

HONG KONG—Metal frames for ladies' handbags. Sheong Hing Store, Ltd. (importer, wholesaler, retailer, exporter), 301 Cheong Hing Bldg., 72 Nathan Rd., Kowloon. Cable: CHINESTO. WTD in preparation.

NETHERLANDS—Smokers' requisites, such as lighters, pipes, mouth pieces, flints, pipe cleaners. Direct purchase and agency. H. C. van der Heijden (importer, distributor), 18 Stadhuisplein or P.O. Box 508, Rotterdam. WTD 3/67.

509 Wholesalers

AUSTRIA—Used textiles, garments. Gustav Nitsch (manufacturer, importer), Kleiderfabrik, Schoenbrunnerstrasse 215, A-1120 Vienna. WTD 12/66.

739 Business services, not elsewhere classified

PERU—Technical assistance desired from agricultural consultant familiar with viniculture. Requests replies in Spanish. Gerardo Diaz, S.A. (manufacturer, wholesaler, retailer), Alto de la Luna 108, Arequipa. WTD 12/65.

Sales Representation

The firms listed below are interested in representing U.S. firms in the areas indicated. Exclusive distributorship for these commodities is wanted only if specified.

201 Meat products

FRANCE—Meat and meat products: canned, cooked, cured, frozen, smoked, spiced, and boneless. Requests replies in French. UCOMMER—Union Economique du Commerce Outre Mer (importer, dealer, commission agent), 132, Rue du Faubourg Saint-Denis, 75 Paris (10). WTD 8/11/66.

202 Dairy products

FRANCE—Condensed and evaporated milk; frozen desserts; processed cheese, cheese spread. Requests replies in French. UCOMMER—Union Economique du Commerce Outre Mer (importer, dealer, commission agent), 132, Rue du Faubourg Saint-Denis, 75 Paris Denis, 75 Paris (10). WTD 8/11/66.

203 Canning, preserving foods

FRANCE—Fruits canned in syrup or water pack; canned fruit juices, all kinds. Requests replies in French. Nicolas Demaria (agent), 65, Avenue de la Motte-Picquet, Paris, 15eme. WTD in preparation.

Canned fish, shrimps, oysters, crabs and other sea foods; canned fruits, vegetables. Requests replies in French. UCOMMER—Union Economique du Commerce Outre Mer (importer, dealer, commission agent), 132, Rue du Faubourg Saint-Denis, 75 Paris (10). WTD 8/11/66.

205 Bakery products

FRANCE—Dry bakery products: biscuit, crackers, pretzels. Requests replies in French. UCOMMER—Union Economique du Commerce Outre Mer (importer, dealer, commis-Denis, 75 Paris (10). WTD 8/11/66.

207 Confectionery

FRANCE—Chocolate candy, salted nuts, solid chocolate bars, chewing gum. Requests replies in French. UCOMMER—Union Economique du Commerce Outre Mer (importer, dealer, commission agent), 132, Rue du Faubourg Saint-Denis, 75 Paris (10). WTD 8/11/66.

208 Beverage industries

FRANCE—Whisky: bourbon, rye, Scotch type. C. Dupuis Fils & Co. (wholesaler, agent), B.P. 26, 16—Barbezieux. WTD 9/21/66.

209 Food preparations

PAKISTAN—Cottonseed oil, soybean oil, vegetable oil. Requests catalogs, quotations, C. & F., Karachi. Jaffer Overland Traders (importer), 78/A, 1st Fl., Cochinwala Market, P.O. Box 4077, Karachi 2. WTD 2/67.

213 Tobacco, snuff

THAILAND—Tobacco for cigarette manufacture. Catalogs, c.i.f. prices requested. T. T. Chen Ltd., Partnership (importer), 10 Soi Klang (49), Sukhumvit Rd., Bangkok. WTD in preparation.

220 Textile mill products

AUSTRIA—Curtain materials, home decorating textiles. Requests replies in German. Franz Strauss (manufacturers' agent), Werth Nr. 19, A-6176 Voels. WTD 8/4/66.

221 Broad woven fabric mills, cotton

FRANCE—Cotton fabrics. Centrovelvet—L. Hypsmann & Cie. (importer, exporter, agent), 23, Rue Moliere, Paris 1. WTD 12/15/66.

Bath towels terry-woven; dish towels. Simon Fitoussi (agent), 2, Avenue de l'Agent Sarre, 92 Colombes. WTD 12/15/66.

222 Broad, woven fabric mills, manmade fiber, silk

FRANCE—Manmade fiber fabrics. Centrovelvet—L. Hypsmann & Cie. (importer, exporter, agent), 23 Rue Moliere, Paris 1, WTD 12/15/66.

225 Knitting mills, products

HONG KONG—Men's sport shirts. Exclusive agency. R. K. International (importer, agent, wholesaler), P.O. Box 5767, Kowloon. Cable: FLYINGSTAR. WTD in preparation.

SWITZERLAND—Finished full-fashioned hosiery, women's, misses', 20 denier, nylon, all other yarns, mixtures, with seams and seamless. Hans Fritsche (commission merchant, import, export), Hirzenbachstrasse 12, 8061 Zurich. WTD 3/23/67.

229 Textile goods

FRANCE—Linen towels. Simon Fitoussi (agent), 2 Avenue de l'Agent Sarre 92 Colombes. WTD 12/15/66.

232 Men's, youths', boys' furnishings, work clothing

HONG KONG—Neckties made from purchased woven or knit fabric. Exclusive agency. R. K. International (importer, agent, wholesaler), P.O. Box 5767, Kowloon. Cable: FLYINGSTAR. WTD in preparation.

234 Women's, misses', children's, infants' undergarments

AUSTRIA—Ladies' lingerie, children's undergarments. Requests replies in German. Franz

Strauss (manufacturers' agent), Werth Nr. 19, A-6176 Voels. WTD 8/4/66.

239 Fabricated textile products

FRANCE—Cotton terry towels. Centrovelvet—L. Hypsmann & Cie. (importer, exporter, agent), 23 Rue Moliere, Paris 1. WTD 12/15/66.

Dish towels, plain and twill woven; embroidered handkerchiefs. Simon Fitoussi (agent), 2, Avenue de l'Agent Sarre, 92 Colombes. WTD 12/15/66.

264 Converted paper, paperboard products

FRANCE—Stationery, school and office supplies, related items for sale in printing shops, retail stores. Laroche-Joubert & Cie. (Papeteries) (manufacturers, wholesalers), 2 Rue Leonard-Jarraud; 16-Angouleme, Charente. WTD 7/26/66.

272 Periodicals: publishing, printing

FRANCE—Periodicals (technical). Ben Sills "Sills Documentation" (importer, dealer, agent), 86, Rue de Lille, Paris 7e. WTD 8/10/66.

281 Industrial chemicals

GERMANY—Rust dissolvents and cleaning agents for industry. Requests replies in German. W. Adolph (wholesaler, sales agent), 6202 Wiesbaden-Biebrich, Postfach 9265. WTD 3/67.

REPUBLIC OF SOUTH AFRICA—Industrial chemicals, raw materials required by paint, plastics, rubber, detergents industries. G. M. Brandt & Co. (manufacturers' representative), 316 Whitehead Bldgs., Cor. Smith & Stanger Sts., Durban, Natal. WTD 3/13/67.

282 Synthetic materials

PAKISTAN—Vulcanized fibre sheets. Requests catalogs, quotations, C. & F., Karachi. Jaffer Overland Traders (importer), 78/A 1st Flr., Cochinwala Market, P.O. Box 4077, Karachi 2. WTD 2/67.

287 Agricultural chemicals

INDIA—Fertilizers, all kinds. B. L. Anantbhat, Export-Import Agency (indent agent, exporter), A-3 Anand Bhavan, 36th Rd., Bandra, Bombay 50. WTD 12/30/66.

306 Fabricated rubber products

ITALY—Flexible rubber tubing for low, medium and high pressure. Fitap-Flex (distributor, manufacturer), S.r.l., Via Pezzotti 61, Milan. WTD 5/17/66.

311 Leather tanning, finishing

FRANCE—Alaska seal skins. Ets. Grapin (wholesaler), 7-9 Rue Gabriel Laumain, Paris 10. WTD 12/16/66.

HONG KONG—Ostrich skins; metallic Persian leather; Calcutta lizard skins; crocodile flanks; baby beaver side leather; natural Persian skiver suedes; Armour's leather; softie goat rejects; Cordovan; satin on black drill; llama calf; alligator lizards; other leathers for making handbags, shoes. Cheong Hing Store, Ltd. (importer, wholesaler, retailer, exporter), 301 Cheong Hing Bldg., 72 Nathan Rd., Kowloon. Cable: CHINESTO. WTD in preparation.

322 Glass, glassware

FRANCE—Candlesticks; decorative glassware. Clark de Castro (wholesaler), 2 Passage Genty, Paris 12. WTD 12/13/66.

326 Pottery, related products

FRANCE—Decorative china, for the trade. Clark de Castro (wholesaler), 2 Passage Genty, Paris 12. WTD 12/13/66.

329 Abrasives, asbestos, non-metallic products

GERMANY—Asbestos insulations material and asbestos packings; other technical asbestos products, plates, all sorts of gaskets. Requests replies in German. W. Adolph (wholesaler, sales agent), 6202 Wiesbaden-Biebrich, Postfach 9265. WTD 3/67.

331 Steel mill products

PAKISTAN—Steel tubular poles 30 ft. and 36 ft. long. Requests catalogs, quotations, c. & f., Karachi. Anglo Pakistan Trading Corp., (importer), G.P.O. Box 209, 247 Bunder Rd., Karachi. WTD in preparation.

332 Iron steel foundries

FRANCE—Decorative wrought iron. Clark de Castro (wholesaler), 2 Passage Genty, Paris 12. WTD 12/13/66.

347 Coating, engraving, services

FRANCE—Decorative plating, finishing of formed products. Clark de Castro (wholesaler), 2 Passage Genty, Paris 12. WTD 12/13/66.

354 Metalworking machinery

GERMANY—Pneumatic tools, all kinds. Requests replies in German. W. Adolph (wholesaler, sales agent), 6202 Wiesbaden-Biebrich, Postfach 9265. WTD 3/67.

355 Special industry machinery

FRANCE—Shoe making and repairing machinery, equipment and parts; leather tanning machinery, equipment. Requests replies in French or German. Ets. Huber & Cie., S.a.r.l. (importing sales representative), 14, Rue de Strasbourg, 67 Dettwiller. WTD 3/31/67.

ITALY—Rubber hose markers. Fitap-Flex (distributor, manufacturer), S.r.l., Via Pezzotti 61, Milan. WTD 5/17/66.

356 General industrial machinery

AUSTRALIA—Vacuum filters, for use with rotary vacuum pumps in industrial applications. Noyes Bros. Pty. Ltd. (importer, exporter, wholesaler, manufacturer), Frederick St., St. Leonards, N.S.W. WTD 5/2/66.

INDIA—Pumps for use in irrigation. B. L. Anantbhat, Export-Import Agency (indent agent, exporter), A-3 Anand Bhavan, 36th Rd., Bandra, Bombay 50. WTD 12/30/66.

357 Office computing, accounting machines

CANADA—Office machines, especially dictating equipment in new product area. J. H. Ingham (manufacturers' agent), 4 Kingsgarden Rd., Toronto 18, Ontario. WTD 3/30/67.

358 Service industry machines

FRANCE—Air conditioners for homes, offices, and warehouses. S.O.D.I.E.M. (wholesaler, agent), 30 Rue Beaubourg, Paris 3. WTD 11/30/66.

362 Electrical industrial apparatus

GERMANY—Automatic electrical soldering apparatus for soldering of integrated circuits. Helmut Lehmus, Ingenieurburo fur Elektrotechnik (agent), 17 Barbarossastr., 1 Berlin 30. WTD 3/17/67.

ITALY—Industrial controls. Digitron, S.r.l. (distributor), Via Friuli, San Giuliano Milanese (Milan). WTD 6/28/66.

363 Household appliances

ITALY—Electric household appliances. Societa' Elettrodomestici Sicat (agent), Via Stoppani 38, Milan. WTD 10/19/66.

364 Electric lighting, wiring equipment

FRANCE—Flash light lamps. La Verrerie Scientifique (manufacturer, dealer), 12, Avenue du Maine, Paris, XV. WTD 2/9/66.

365 Radio, television receiving sets

AUSTRIA—Turntable mechanisms, record changers, tone arms, cartridge systems, microphones, computer tape, tape decks for one inch tape. Ludwig Seibold (importer, wholesaler, manufacturers' representative), Wipplingerstrasse 24, A-1013 Vienna. WTD 6/13/66.

Microphones, paging systems. Ludwig Seibold (importer, wholesaler, manufacturers' representative), Wipplingerstrasse 24, A-1013 Vienna. WTD 6/13/66.

ITALY—Tape recorders. Digitron, S.r.l. (distributor), Via Friuli 12, San Giuliano Milanese (Milan). WTD 6/28/66.

Late Leads—Information received too late to be of value to bidders is published because many readers will find it of value in follow-up campaigns to sell complementary products and subsidiary services. Sometimes a cable to an agent on the scene will result in tie-in sales.

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366 Communication equipment

ITALY—Radio transmitters. Digitron, S.r.l. (distributor), 12 Via Friuli, San Giuliano Milanese (Milan). WTD 6/28/66.

NETHERLANDS—Electronic equipment for aviation application. Avisales N. V. (importer, distributor, agent, exporter), 37 Roland Holstlaan, Reeuwijk. WTD 3/67.

367 Electronic components, accessories

FRANCE—Phanotrons, thyratrons, kenotrons. La Verrerie Scientifique (manufacturer, dealer), 12, Avenue du Maine, Paris, XV. WTD 2/9/66.

Transducers. La Verrerie Scientifique (manufacturer, dealer), 12, Avenue du Maine, Paris, XV. WTD 2/9/66.

372 Aircraft, parts

NETHERLANDS—Aviation products, aircraft, including military applications. Avisales N. V. (importer, distributor, agent, exporter), 37 Roland Holstlaan, Reeuwijk. WTD 3/67.

381 Engineering, laboratory, scientific, research instruments

ITALY—Control instruments for research laboratories. Digitron, S.r.l. (distributor), Via

Friuli 12, San Giuliano Milanese (Milan). WTD 6/28/66.

NETHERLANDS—Meteorological instruments. Avisales N. V. (importer, distributor, agent, exporter), 37 Roland Holstlaan, Reeuwijk. WTD 3/67.

386 Photographic equipment

AUSTRIA—Recording equipment for sound films. Ludwig Seibold (importer, wholesaler, manufacturers' agent), Wipplingerstrasse 24, A-1013 Vienna. WTD 6/13/66.

391 Jewelry, silverware, plated ware

FRANCE—Pewter ware. Clark de Castro (wholesaler), 2 Passage Genty, Paris 12. WTD 12/13/66.

395 Pens, pencils, office, artists' materials

FRANCE—Office supplies such as pencils, pens, erasers, pencil-sharpeners, all kinds. Ets. E. Fischer (agent), 20, Rue Robert Fleury, Paris 15. WTD 1/23/66.

396 Costume jewelry, novelties, buttons, notions

FRANCE—Men's cuff-links. Simon Fitoussi (agent), 2, Avenue de l'Agent Sarre, 92 Colombes. WTD 12/15/66.

HONG KONG—Men's jewelry, including cufflinks, tie pins. Exclusive agency. R. K. International (importer, agent, wholesaler), P.O. Box 5767, Kowloon. Cable: FLYINGSTAR. WTD in preparation.

399 Manufacturing industries

CANADA—Fire extinguishing or protection equipment, industrial parts, attachments. J. H. Ingham (manufacturers' agent), 4 Kingsgarden Rd., Toronto 18, Ontario. WTD 3/30/67.

Turkey calls for bids on power line project

The Etibank General Directorate, Ankara, is requesting applications for the construction of a power transmission line project, 1447 km, 380 KV, comprising: Keban-Kayseri Line, single circuit double line; Kayseri-Ankara Line single circuit double line; and Ankara-Istanbul Line single circuit single line.

The project includes procurement and erection of power towers by bidders and also transportation and erection of material to be supplied by the Etibank for this project.

American firms are requested to submit information on similar projects which have been completed since 1950 and also report the status of projects which will be completed together with relevant data on availability of materials and personnel resources for this project.

Applications for obtaining a certificate of qualification should be made direct to the Etibank's Ankara Office, and American firms interested in bidding may obtain application forms from Commonwealth Assn. Inc., 209 E. Washington Ave., Jackson, Michigan 49201. Applications may be obtained no later than Apr. 28. Qualification certificates will be sent to preselected firms on or after May 30, and tender documents after the first week of June.

Future Construction

For maximum assistance to those interested in overseas construction projects, U.S. Foreign Service officers report them as soon as possible, often in early planning stages. Some may not reach completion as originally proposed. In such cases additional information is published as it is obtained.

ARGENTINA—The Argentine National Atomic Energy Commission (CNEA) reportedly has received the go-ahead from President Ongania **to establish a nuclear power facility in Argentina** and the Commission is proceeding accordingly.

An inter-governmental committee has been established to consider the various proposals which interested suppliers have presented in response to the Commission's informal call for offers. The Greater Buenos Aires Electric Service (SEGBA) has participated in the consideration of these offers and is contemplating a facility at 300 to 500 megawatts.

CANADA—With 70 foot draft harbor facilities and plenty of room near the Bedford Basin for marshalling yards, the Port of Halifax could become one of the greatest ports on the North Atlantic seaboard, according to a report prepared for the Port of Halifax Commission and the Nova Scotia government by the New York transportation firm of Theodore J. Kauffeld.

Integral trains would be programmed so as to offload shipload-sized quantities of cargo near a 1000 foot pier built to handle the 200,000 ton freighters which could maneuver in the Bedford Basin. The operation would begin with two 200,000 ton vessels designed for the North Atlantic shuttle. They would be self-unloading, self-discharging, bulk container combination vessels.

The 400 page feasibility study envisages 25 Halifax port stations across the continent where integral train units would be controlled so that they could spend the smallest possible time in loading palletized and bulk cargo in both the United States and Canada. The trains would move at 70 mph, and instead of carrying up to 6000 tons of cargo, would handle up to 50 or 60 thousand tons.

CEYLON—The following developments with respect to the project for the construction of a fertilizer plant have occurred since publication of details in this column in the Jan. 9 issue of International Commerce. First, the SFMC has decided to appoint John van der Valk & Associates of New York as its consultants. Secondly, the Ministry of Industries & Fisheries **has accepted the SFMC's recommendation that a larger plant than that initially envisaged be constructed,** i.e., one producing 600 short tons of ammonium per day. A sufficient quantity of naptha for such production will be available from the oil refinery of the Ceylon Petroleum Corp., on which construction is expected to begin in Apr. Thirdly, a decision has been taken to produce only urea fertilizer. The timetable on tendering and construction, as reported earlier, remains unchanged.

DENMARK—The **plans for a U.S. financed hotel in Copenhagen, as reported in this column of the Nov. 28, 1966, issue of International Commere, have been abandoned.** Meanwhile, an all-Danish consortium represented by Attorney C. E. Jensen, and consisting, it is understood, of the same backers who own the Imperial Hotel, **are now considering a similar project on the government-owned site.**

GERMANY—With the recently announced availability, on Feb. 21, of a guarantee of DM 8 million ($2 million), backed by the government of the state of Hessen, plans have become a reality for **the construction and subsequent operation of the first West German medical center for diagnosis, modeled along the lines of the Mayo Clinic in Rochester, Minnesota.**

Negotiations for the sale of several hundred sq. ft. of land on the outskirts of Wiesbaden (Wiesbaden-Aukamm), the future site of the new clinic, will soon begin between representatives of the municipal administration of Wiesbaden—the present owner of the land—and the "German Medical Association Promoting the Establishment of a Clinic Modeled after the Mayo Clinic" (Medizinische Gesellschaft fuer die Foerderung einer nach dem Vorbild der Mayo-Klinik in Deutschland zu errichtenden Klinik e.V.), and the non-profit holding company for the clinic itself, the "Deutsche Klinik fuer Diagnostik Gemeinnuetzige Gesellschaft mbH", both located in Frankfurt.

The new clinic for diagnosis, with its proposed team of 40 medical specialists from all major sectors of medical science, is designed to be equipped with the latest and most modern apparatus, including x-ray, nuclear-medical and electronic data processing equipment at a cost of approximately DM 2 million ($500,000), some of it to be bought outside Germany. The new clinic is to function exclusively in the field of diagnosis, and not in active treatment of patients. The new clinic, therefore, proposes to maintain close cooperation with the existing medical facilities, hospitals and practitioners.

Tied to the government guarantee of the state of Hessen is the condition that the holding company for the clinic is to be reorganized as a joint stock company, or a partnership limited by shares, raising an authorized capital of DM 6 million. "A large German commercial bank" will reportedly provide the share capital. The initial cost for the construction (and equipment—see above) of the new clinic is estimated at DM 12 million ($3 million). The site was determined by the favorable geographic position and the ready access to nearby universities at Frankfurt Mainz, Marburg, and Giessen.

GREAT BRITAIN—Private interests wishing to take part in **financing and providing for construction of the English Channel Tunnel** should make their intentions known to both the British Ministry of Transport and the French Ministry of Equipment at the addresses below by Apr. 15. A memorandum outlining the project and describing steps by which the two governments will choose who should finance and construct the tunnel is available by writing Channel Tunnel Div., Ministry of Transport, St. Christopher House, Southwark St., London, S. E. 1. A French text is available at the Ministere de l'Equipement, 244 Boulevard St. Germain, Paris 7e,

France. Invitations to tender for construction of the tunnel will be issued at a later stage. Engineering and other contractors should not apply until that time.

New Trade Lists

The Bureau of International Commerce has published the following new trade lists of which mimeographed copies may be obtained by firms domiciled in the United States from BIC-916, U.S. Department of Commerce, Washington, D.C. 20230, and from Department of Commerce Field Offices. The price is $1 a list for each country. All are dated March.

The Bureau of International Commerce has published the following Trade Lists of which mimeographed copies may be obtained by firms domiciled in the United States from BIC-916, Department of Commerce, Washington, D.C. 20230, and from Department of Commerce Field Offices. The price is $1 per list for each country. All are dated March.

Architects, Builders, Contractors and Engineers—India.
Leather and Shoe Findings—Importers and Dealers—Federal Republic of Germany and West Berlin.
Medicinal & Toilet Preparations—Importers, Dealers, and Manufacturers—Morocco.
Oils (Animal, Fish and Vegetable)—Importers, Dealers, Producers, Refiners and Exporters—Denmark.
Plastics Materials—Importers, Dealers and Manufacturers—Thailand.
Wigs—Exporters—Korea.

Visiting Buyers and Officials

Scheduled arrival dates and U.S. addresses indicated

AUSTRALIA—John Bramwell and Frank Lawrence Bramwell, Directors, J. & F. L. Bramwell Pty. Ltd., 284 Chapel St., Prahran, Vic., **interested in floor covering installations** and requesting technical information. Apr. 19 via San Francisco for four weeks. c/o Armstrong Cork Co., Lancaster, Pa. Itinerary: San Francisco, Baltimore, Md., Columbus, Ohio, Lancaster, New York, Allentown, Pa. WTD in preparation.

AUSTRALIA—Keith A. Ross, Michell Ross & Co. Pty. Ltd., 225 Pyrmont St., Pyrmont, N.S.W., **interested in direct purchase or agencies for all types of paper except newsprint, paper conversion files, filing systems,** and requesting technical information. Apr. 21 via San Francisco for three days. Itinerary: 4/21-22 San Francisco, 4/23 Los Angeles; c/o Dept. of Commerce Field Offices in above cities. WTD 1/67.

NICARAGUA—Julio Marin, Centro Electrico, Aptdo. Postal 1351, Managua, **interested in direct purchase and agency for small electrical appliances, record players, radios, tape recorders and accessories.** Apr. 15 via Miami for one month. c/o Helen Mar Hotel, 2421 Lake Pancoast Dr., Miami Beach, Fla. Itinerary: 4/15-22 Miami, 4/22-26 Washington, 4/26-30 New York, 5/1-5 Chicago, 5/5-8 San Francisco, 5/8-11 Los Angeles, 5/12-15 Miami. WTD 12/19/66.

NORWAY—Finn Jernaes, Agder Alle 4, Oppg. 10, Kristiansand S., **interested in meeting U.S. firms to discuss producing new type of patented rotary engine under licensing agreement.** Apr. 27 via New York for one month. c/o Karl Glastad, Pres., Westland Marine Corp., 17 Battery Pl., New York, N.Y. 10004, telephone Whitehall 4-8860. Itinerary: New York, Detroit, Boston, Portland. WTD in preparation.

PANAMA—Moises Zayat Cohen, Perla Cohen de Zayat (Novedades La Perla), Las Tablas, **interested in contacting U.S. manufacturers of knitting machinery to produce knitted fabrics for men's undershifts,** and requesting technical information. Apr. 27 via New York for indefinite stay. c/o U.S. Dept. of Commerce New York Field Office. Itinerary: New York, Chicago, others to be arranged. WTD 3/67.

PANAMA—Victor Zakay, Comisariato Kosher (Moises Zakay Y.), P.O. Box 8242, Via Argentina, Panama City, **interested in contacting U.S. manufacturers of sausage manufacturing equipment** and requesting technical information. Apr. 20 via New York for two months. c/o 1183 E. 52nd St., Brooklyn, N.Y. 11234. Itinerary: New York, Chicago, Kansas City. WTD 3/67.

PHILIPPINES—Ricardo Ty, Malaysia Products Corp., P.O. Box 2664, Manila, **interested in agencies for flat ware, lamps, lighting fixtures, architectural products, indent agencies for plastics machinery and plants, raw materials for chemicals, plastics, pigments, pulp and paper, general merchandise, in selling lumber and wood products, furniture and parts, Philippine handicrafts** such as woodcrafts, shellcraft, fibercraft. Mid-Apr. via New York for two weeks. c/o Dr. Antonia Ty, Apt. 2D, 490 E 74th St., New York, N.Y. 10021. Itinerary: New York, Detroit, Denver, Los Angeles, San Francisco, Chicago. WTD in preparation.

Leads for Importers

Commodities are offered direct unless specified

203 Canning, preserving foods

COLOMBIA—Fruit juice concentrates in No. 10 and 2½ gallon can, tomato paste and catsup; marmalades. Direct purchase and agency. Conservas California S. A. (manufacturer, wholesaler, exporter), Apartado Aereo (Air Mail P.O. Box) 1322, Barranquilla. WTD 3/20/67.

243 Millwork, veneer, plywood, prefabricated structural wood products

FRANCE—Plywood and plywood panels (Okoume); chipboards and blockboards. Etablissements Rougier & Fils (manufacturers, exporters), 104 Rue Saint-Symphorien; 79-Niort, Deux-Sevres. WTD 12/13/65.

281 Industrial chemicals

INDIA—Naphthols: anilide, meta nitroanilide, alpha naphthylamide, ortho toluidide and naphthylamide of two-hydroxy three-naphthoic acid; aceto acet ortho tolidide; hydrochloride of m-nitro-o-phenitidine or O-aminoazotoluene. Names of chemicals, prices, terms of business available from Trade Opportunities Staff, BDSA-624, Rm. 4203, U.S. Dept. of Commerce, Washington, D.C. 20230. Indmag Private Ltd., Chemicals Dept. (importer, wholesaler), "Corinthian", 17 Arthur Bunder Rd., Post Bag No. 10012, Bombay 1. WTD 9/7/66.

289 Chemical products

GERMANY—Glues and adhesives, partly on synthetic resin base, especially suited for wood processing and furniture industries, quick setting times, for cold, warm, and hot applications. Rakoll-Werke (manufacturer), Postfach 263, 307 Nienburg/Weser. WTD 3/67.

357 Office, computing, accounting machines

★★ **ZAMBIA**—All types of scales and weighing equipment. Mrs. D. Sharp, Zambia Scale Service Ltd. (importer), P.O. Box 1641, Lusaka. WTD in preparation.

363 Household appliances

★★ **ZAMBIA**—Sewing machines for home and industrial use. Mr. A. E. Piers, Mng. Dir., Bernina Sewing Machines Ltd. (manufacturer, importer, retailer), P.O. Box 2000, Ndola. WTD in preparation.

365 Radio, television receiving sets

★★ **CONGO**—Radios and television parts. Mr. Mose Nkasi, Nkasi & Fils TV-Radio (retailer), B.P. 8923, Kinshasa. WTD in preparation.

384 Surgical, medical, dental instruments

SWEDEN—Orthopedic wooden clogs. Export Goods Trading Co. (wholesaler, exporter), Parallellvagen 11E, Partille. WTD 3/23/67.

509 Wholesalers

★★ **GHANA**—Stationery and supplies. Mr. Alex Asante, Marketing Development Officer, West Coast Trading Co., Ltd. (commission agency), P.O. Box 1570, Accra. WTD in preparation.

521 Building materials

★★ **GHANA**—All types of building supplies for private and public housing. Mr. Joseph Bedu, Mng. Dir., Building Industries Co. (contractor), P.O. Box 822, Sekondi. WTD in preparation.

569 Miscellaneous apparel, accessory stores

★★ **GHANA**—All types of sports clothing for men, women. Mr. Christopher Okpoti, Ebenezer Trading Co., Ltd. (importer, wholesaler, retailer), Box A 127, Labadi, Accra. WTD in preparation.

New Books and Reports

Bankers Trust Co. booklet defines Washington agencies that finance foreign trade

This is the fifth edition of *Washington Agencies that Help to Finance Foreign Trade,* published by the Bankers Trust Co. of New York as a guide to the Washington agencies established to supplement private capital in the expansion of international trade and economic development.

The agencies covered are: the Export-Import Bank, the Agency for International Development (both Dollar and Foreign Currency Loan), Commodity Credit Corp., the World Bank, International Development Association, International Finance Corp., International Monetary Fund, and the Inter-American Development Bank.

The brochure also presents the foreign trade activities of the Department of Commerce; while the Department does not engage in export financing, it maintains extensive action programs aimed at increasing U.S. exports on a worldwide scale and spurring the investment of international capital.

The booklet pinpoints policies of the agencies as to purpose, loans, guarantees and insurance, who can borrow, where the money must be spent, private participation in agency loans, whether private capital must be sought first, and whether cargo must be shipped only in U.S. vessels.

Detailed information is given for such matters as methods of financing at the Eximbank—short, medium and long term loans; Cooley Amendment funds; member countries of the worldwide agencies; and many others.

Write: Edwin H. Curtiss, Assistant Treasurer, Bankers Trust Co., International Banking Department, 280 Park Ave., New York, N.Y. 10017.

***Corporate Management in a World of Politics: The Public, Political, and Governmental Problems of Business.* By Harold Brayman. Published by McGraw-Hill Book Co. New York. 1967. $7.95.**

Mr. Brayman's book, designed for businessmen and public relations personnel, emphasizes that the most difficult and perplexing problems for all top businessmen are those in the public and political arena. The author believes that young men seeking careers in business should acquire a thorough command of those problems.

He discusses relationships between business and government, advocating greater contact between the two in order for both to build sound programs. He covers specific problems of corporate management, labor, prices, profits, markets and competition, foreign operations, advertising and stockholders.

Mr. Brayman was for 20 years director of public relations for E. I. du Pont de Nemours & Co., was a Washington newspaper correspondent for 14 years, and has served as president of the National Press Club.

Write: McGraw-Hill Book Co., 330 West 42nd St., New York, N.Y. 10036.

New Customs Journals

The following new international customs journals are available at the standard price of $3 for hard-cover, 65¢ for microfiche:

British Honduras	PB 174338
New Hebrides	PB 173661
Portugal	PB 174309
St. Christopher, Nevis & Anguilla	PB 174334

Write: Clearinghouse for Federal Scientific & Technical Information, U.S. Department of Commerce, Springfield, Va. 22151 (Attn: Code 410.11).

***Nepal Industrial Digest.* Published by Industrial Promotion & Productivity Centre Ltd., Nepal. Sept. 1966. 64pp. 26 cents plus postage.**

This is the first annual edition of a magazine that covers the progress of industrialization in Nepal. It is intended to acquaint prospective investors with the facilities provided by the Nepalese government and the financial institutions available for the establishment, expansion and modernization of industry in Nepal.

Articles in this inaugural issue include land reform, the role of the Nepal Industrial Development Corp., industrial districts, tourism, transportation and water power.

Write: Industrial Promotion and Productivity Centre Ltd., P.O. Box 328, Kathmandu, Nepal.

***International Engineering Directory.* Published by the Consulting Engineers Council of the United States. 1967. $2 to CEC members; $10 to non-members.**

The Directory describes the services and capabilities of U.S. engineering firms available for professional engineering assignments abroad in the development of natural resources, industry, transportation, comunications, housing and other vital sectors of the developing countries.

It also contains suggested procedures for selecting a consulting engineering firm, the advantages of retaining U.S. firms, and a cross-indexed system to facilitate locating firms with highly specialized services or qualifications. Parts of the Directory are printed in French and Spanish.

Write: Consulting Engineers Council, 1155 15th St. NW, Washington, D.C. 20005.

***1967 World Exhibits.* Published by Maecenas Publications. Athens. 248pp. $5.**

This is the fourth annual international directory of trade fairs and exhibitions all over the world. More than 1500 fairs are included, listed chronologically both by country and by classification.

Write: Maecenas Publications; 66, Skoufa St.; Athens 144, Greece.

***An Introduction to Material Handling.* Published by the Material Handling Institute, Inc., Pittsburgh. 1966. 36pp.**

This booklet introduces all the important areas in material handling, defining concepts, explaining potential problems, and telling how to organize, manage and measure the effectiveness of typical material handling systems in industry.

The book is designed to acquaint technicians, specialists, engineers and industry executives with some of the special problems faced in modern material handling.

Individual copies are free for a limited time, upon receipt of a letterhead request. Bulk shipments are available to factories or universities at $1 per copy.

Write: The Material Handling Institute, Inc., Educational Division, 250 Gateway Towers, Gateway Center, Pittsburgh, Pa. 15222.

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Calendar *for international traders*

BETHLEHEM, Pa.—Apr. 26—World Trade Assn. Monthly meeting, Holiday Inn. Sponsor: Commerce Field Office.

BOSTON—Apr. 27—"International Patent Licensing Conference," 2:45 p.m., International House. Sponsors: World Trade Center; REEC; Commerce Field Office.

CLEVELAND—Apr. 26—Second Annual Export Trade Workshop, "How to Sell Overseas," 8 p.m., Western Reserve University. Speaker: Sec.-Treas. Robert W. Gresham, A. W. Fenton & Co., "Forwarding & Export Documents." Sponsors: Western Reserve University; Commerce Field Office.

CLEVELAND—May 3—Second Annual Export Trade Workshop, "How to Sell Overseas," Western Reserve University. Speakers: Pres. Robert D. Deitz, Consolidated Varnish Corp., "Multi-Nation Approach to Marketing;" Mng. W. Rollin Johnston, Bailey-Meter Co., "International Marketing of Capital Goods." Sponsors: Western Reserve University; Commerce Field Office.

DETROIT—Apr. 25—Export Marketing Workshop, 9:15 a.m., Federal Bldg. Sponsors: REEC; Commerce Field Office.

ELIZABETH, N.J.—Apr. 27—"Profits in Exports Meeting on Africa," Winfield Scott Hotel. Sponsors: Chamber of Commerce; REEC; Commerce Field Office.

GALESBURG, Mich.—Apr. 25—West Michigan World Trade Club Monthly meeting, 6 p.m., Inman's Restaurant. Sponsor: Union Bank & Trust Co.

GRAND RAPIDS—Apr. 25—Course on International Licensing, "Why License?", 7:30 p.m., Holly House Restaurant. Sponsor: Chamber of Commerce.

HOUSTON—Apr. 25—Export Seminar on Export Crating and Packing, 3 p.m., World Trade Bldg. Sponsors: Port of Houston; Commerce Field Office.

KANSAS CITY—Apr. 26—Export Procedures Course, 6:45 p.m., Chamber of Commerce. Sponsors: International Trade Club; REEC; Commerce Field Office.

LITTLE ROCK, Ark.—Apr. 25—Export Workshop, Chamber of Commerce. Sponsors: Chamber of Commerce; Commerce Field Office.

LITTLE ROCK, Ark.—Apr. 26—Lion's Club Luncheon, Hotel Marion. Speaker: C. P. Austin, U.S. Travel Service. Sponsor: Commerce Field Office.

LITTLE ROCK, Ark.—Apr. 26—Export Workshop, Chamber of Commerce. Sponsors: Chamber of Commerce; Commerce Field Office.

LOS ANGELES—Apr. 28—Export Expansion Seminar, 9:30 a.m., Dept. of Commerce Field Office. Sponsor: Commerce Field Office.

MEMPHIS—Apr. 27—Junior Chamber of Commerce Luncheon, Chisca-Plaza Hotel. Speaker: C. P. Austin, U.S. Travel Service. Sponsor: Commerce Field Office.

MEMPHIS—Apr. 27—Foreign Visitor Conference, 2 p.m., Chisca-Plaza Hotel: Speaker: C. P. Austin, U.S. Travel Service. Sponsors: Chamber of Commerce; Commerce Field Office.

MINNEAPOLIS—May 4—"Doing Business with Canada," Holiday Inn-Central. Sponsors: Minnesota World Trade Assn.; Commerce Field Office.

NASHVILLE, Tenn.—Apr. 25—Civitan Club Luncheon, Holiday Inn. Speaker: C. P. Austin, U.S. Travel Service. Sponsor: Commerce Field Office.

NASHVILLE, Tenn.—Apr. 25—Foreign Visitor Conference, 2:30 p.m., Chamber of Commerce. Sponsors: Chamber of Commerce; Commerce Field Office.

NEW BRUNSWICK, N.J.—Apr. 26—"Profits in Exports Meeting on Africa," Roger Smith Hotel. Sponsors: Chamber of Commerce; REEC; Commerce Field Office.

NEW ORLEANS—Apr. 23-25—22nd Mississippi Valley World Trade Conference, Roosevelt Hotel. Speaker: **Dir. Paul E. Pauly, Office of International Trade Promotion, BIC.** Sponsor: Commerce Field Office.

NEW ORLEANS—Apr. 24—Upper Midwest REEC and La.-Miss. REEC Joint meeting, 8 a.m., Roosevelt Hotel. Sponsors: REEC; Commerce Field Office.

NEW YORK—Apr. 26—"Profits in Exports" Meeting. Sponsors: Bankers Trust Co.; REEC; Commerce Field Office.

NEW YORK—May 1—"International Business Games Simulation" Seminar. Sponsors: Long Island University; REEC; Commerce Field Office.

SAN FRANCISCO—Apr. 26—Export Finance & Insurance Seminar, 9:30 a.m., New Federal Bldg. Sponsor: Commerce Field Office.

SIOUX CITY—Apr. 20—Export Workshop Luncheon, 12 p.m., Holiday Inn. Sponsors: Chamber of Commerce; REEC; Commerce Field Office.

SPRINGFIELD, Mass.—Apr. 27—"Exports Mean Business" Seminar, 3 p.m., Western New England College. Sponsor: Commerce Field Office.

WICHITA—Apr. 27—In-Office Workshop for New Exporters, Chamber of Commerce. Sponsors: REEC; Commerce Field Office.

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